

It can all be a little confusing...



we'll make it easy :)

Social Media Offerings



Social Advertising Revenue Rising

Social networks will receive 11.7% of US online ad spending in 2013



US Social Network Ad Revenues, 2009-2013

billions and % of total US online ad spending

	2009	2010	2011	2012	2013
Social network ad revenues	\$1.44	\$2.00	\$2.74	\$3.90	\$4.81
Total US online ad spending	\$22.70	\$26.00	\$31.30	\$36.80	\$41.20
Social network % of total	6.3%	7.7%	8.8%	10.6%	11.7%

Note: includes paid advertising appearing within social network sites, social network games and social network applications; excludes spending by marketers that goes toward developing or maintaining a social network presence

Source: eMarketer, Sep 2011

Everyone is on Facebook

Facebook key player in US display market in 2011 & 2012



Net US Online Display Ad Revenues at Top 5 Ad-Selling Companies as a Percent of Total Display Ad Revenues, 2009-2012

	2009	2010	2011	2012
Facebook	7.0%	12.2%	16.3%	19.5%
Yahoo!	15.8%	14.4%	13.1%	12.5%
Google	4.5%	8.6%	9.3%	12.3%
Microsoft	4.6%	5.1%	4.9%	4.8%
AOL	6.4%	4.8%	4.2%	3.9%
Total top 5	38.3%	45.1%	47.9%	53.0%
Total online display (billions)	\$7.97	\$9.91	\$12.33	\$14.82

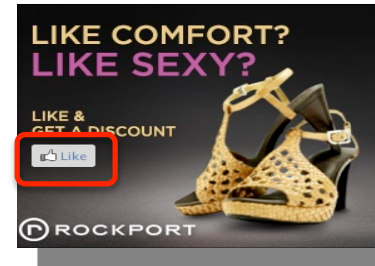
Note: includes banner ads, rich media, sponsorships and video; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; Facebook figures are eMarketer estimates from Sep 2011

Source: company reports, April-May 2011; eMarketer, June & Sep 2011

Social Media Ad Units & Audiences

CPX Social Display Ad Units

- Social interaction embedded into display ads
- Facebook and Twitter 'sharing' integration
- Ads served across CPX's Private Marketplace & On-Demand Network



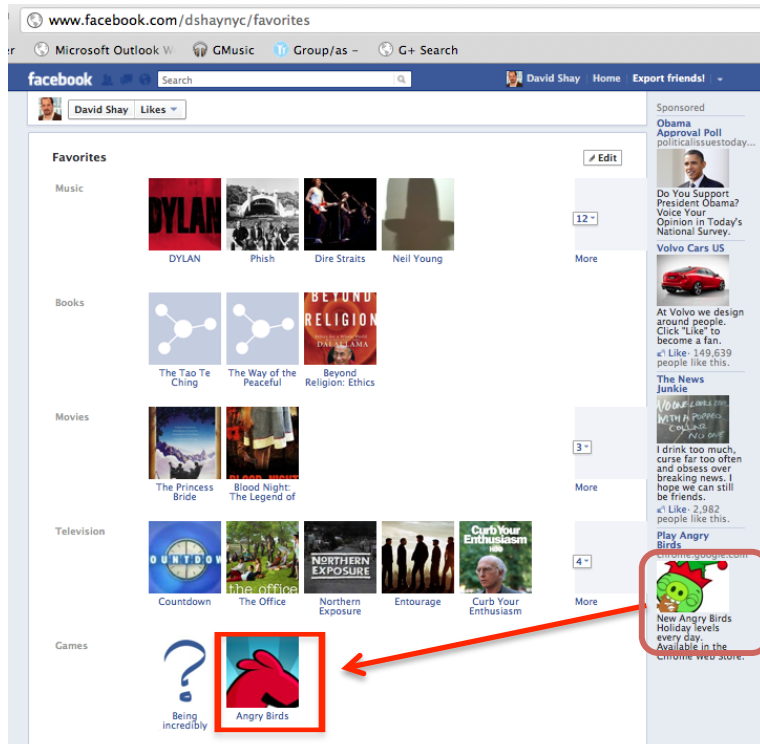
Social Media Audience Package

- Over 200 top social media sites
- Access to 700MM+ Global Unique Users every month



Two Kinds of Facebook Campaigns

Managed Campaign Ads:






- ✓ Standard format
- ✓ Targeted to profile interests
- ✓ Varied in copy and creative for best results
- ✓ Available at Cost Per Fan metric

App/Game Ads:

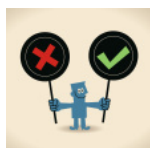


- ✓ Varied in format
- ✓ Targeted by user demographic
- ✓ Creative tailored to brand standards
- ✓ CPM metric for broadest reach

Managed Facebook Campaign Benefits

facebook Campaign Feature	Managed by cpx interactive	CPX Client Benefit
Multi Campaign Management	✓	 Increased efficiency
Multi Ad Management	✓	 Increased efficiency
Ad Generator	✓	 Increased efficiency
Bulk Editing Features	✓	 Increased efficiency
Automatic Ad Optimization	✓	 Increased ROI
Auto Bidding Feature	✓	 Increased ROI
Campaign Goals Measured	✓	 Increased ROI
Copy/Image Variation Testing	✓	 Increased ROI
External Conversion Tracking	✓	 Increased control
Multi-Level Account Access	✓	 Increased control

CPX Managed Facebook Campaigns Available at **Cost Per Fan** metric!



Facebook Campaign Best Practices

New Year, New You!
modcloth.com

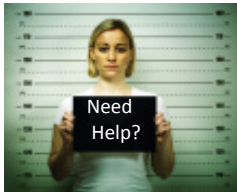


Shop now & get free shipping on U.S. orders over \$50! Make those fashion resolutions, & adorn yourself adorably in the new year.

Club W



Club W - For a new generation of wine drinkers. Get great, reasonably priced wine delivered to your doorstep. "Like" us to learn more.



Copy Do's

- ✓ Copy should focus on Likes/Interests
- ✓ Engage with easily 'answered' questions
- ✓ Create a 'value' for clicking
- ✓ Create urgency with a call to action
- ✓ Continually update copy inline with intra-campaign results

Image Do's

- ✓ Attractive images of people
- ✓ Use images that invite investigation
- ✓ Use images that facilitate user identification
- ✓ Avoid logos unless high brand positivity
- ✓ Continually images copy inline with intra-campaign results

Facebook Managed Campaign Process

1. Identify Goals and Strategies



2. Choose demo & 'interests' to target



F 18 – 35
Music
Social
Beauty
Fashion

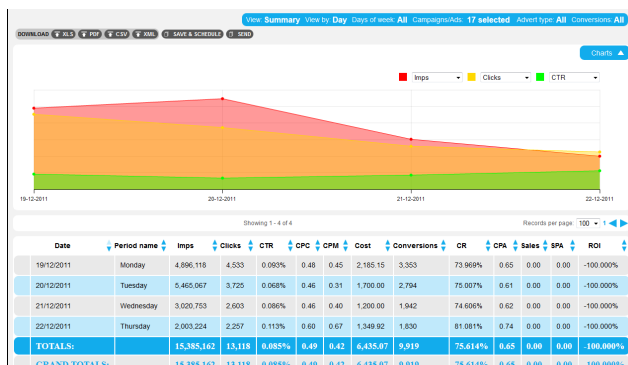
3. Develop Creative (Image & Copy Variations)

Select Images



Write Copy

4. Campaign Management & Optimization



5. Reporting & Analysis

Impressions, Clicks, & Fans

CTR Results by Copy, Image, Keywords, Age, Gender, Geo, & Daypart

Best practices for future campaigns.



Copy/Image Version

'Cost Per Fan' on Facebook

Targeted, non-incentivized
Facebook Fans for less than
\$2 CPFan!*

*(Greater campaign flexibility = lower CPF)

Average Value of
a Facebook Fan:
\$136.38

Value of a Facebook Fan, Syncapse Corp,
June 2010

evangelists
targeted
FANS
network
friends
non-incentivized
VIRAL
opt-in
community
SOCIAL

A Fan is Someone Who:



Has openly declared affinity for your brand!



Is willing to receive pushed information from you!



**Will see every message you
push to them!**



**Can virally spread your
message to their friends!**



Client Testimonial

We asked CPX if they could acquire 60,000 fans in 2 months.

CPX was able to get all 60,000 in 2 weeks!

Needless to say, the client was thrilled! We've run several campaigns since then and CPX has come through every time.'



R/GA - Jenny Liu, Media Planner/Buyer

CPX's Facebook App/Games Network



Online gaming represents up to 10.2% of time spent on the web.*

More than 56 million Americans play social games on a regular basis.**

*Based on 2010 study by Nielsen
** Based on a study done by NPD Group

Social games' ad revenues will reach \$293.4 million in 2011.

In 2012, the market will rise 53.1% to \$449.1 million.

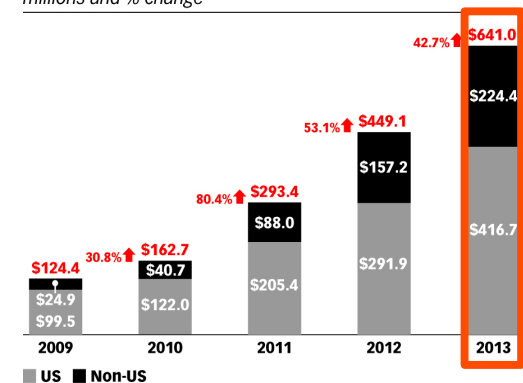


CPX will serve your display ads across Facebook's vast platform of approved apps/games



Reach an engaged audience in an immersive environment, when they are receptive to your branded content and offers

Social Gaming Ad Revenues Worldwide, US vs. Non-US, 2009-2013
millions and % change



Note: includes display, video, search and other forms of paid advertising; excludes spending by marketers that goes toward developing or maintaining branded social games; numbers may not add up to total due to rounding
Source: eMarketer, Sep 2011