

PAID MEDIA PUBLISHING

March 21st, 2013

Giles Goodwin, Co-Founder and President, Flite

Ren Chin, VP of Product and Marketing, Flite

ABOUT



Ad Innovation Company



SaaS Business Model



Backed by

- Sequoia Capital
- GCVP
- HWVP
- Condé Nast, NCD



Core Value Propositions

- Premium ad product platform
- Paid media publishing



CONDÉ NAST



NEWYORKPOST



Forbes.com

Chicago Tribune



WebMD



charles SCHWAB

YAHOO!

Newsweek



FLITE

AD INNOVATION AT SCALE

CURRENT LANDSCAPE FOR DISPLAY ADVERTISING

The current approach to display advertising is broken.

- ✦ Click-through rate
 - Abysmal for static display ads
 - Still low for traditional rich media ads
- ✦ Display ads tax people
 - Ads interrupt users and make them suffer in order to get to the real content that they want to see

Marketers increasingly turn to content marketing.

- ✦ Offers relevant information for consumers
 - Increased engagement because consumers want to interact with interesting content
- ✦ Traditional content marketing is limited by scale
 - Blog content is limited to blog readership
 - Social content is limited by reach or fan base

FUTURE OF DISPLAY ADVERTISING

Marketers must match the cadence, relevance, and functionality of today's web in order to effectively reach their consumers

- ✦ Brands currently:
 - Update their websites and social media on a daily basis
 - Produce great content and creative
- ✦ Next step:
 - Apply this principle to display advertising
 - Scale content marketing

WHAT IS PAID MEDIA PUBLISHING?

Scaling brand marketing content into paid channels

- ✦ Reach new audiences across paid media
- ✦ Offer timely, relevant, real-time marketing
- ✦ Publish brand assets and messaging directly into paid media
- ✦ Interact with content directly in the ad unit



EXAMPLES OF REAL-TIME MARKETING

Marketers jumped on the Super Bowl blackout with real-time Twitter campaigns

- ✦ Imagine if messaging and creative could be quickly scaled to display ads all over the web?

The image displays three tweets from the Super Bowl blackout period. On the left is a tweet from Audi (@Audi) with 9,679 retweets and 3,213 favorites, stating "Sending some LEDs to the @MBUSA Superdome right now...". In the center is a Tide tweet (@tide) with 1,369 retweets and 359 favorites, featuring a large black ad with the text "We can't get your blackout. But we can get your stains out." and a Tide logo. On the right is an Oreo tweet (@Oreo) with 16,075 retweets and 6,203 favorites, featuring a large black ad with the text "YOU CAN STILL DUNK IN THE DARK" and an Oreo cookie.

Audi @Audi
Sending some LEDs to the @MBUSA Superdome right now...
1:40 AM - 04 Feb 13
9,679 RETWEETS 3,213 FAVORITES

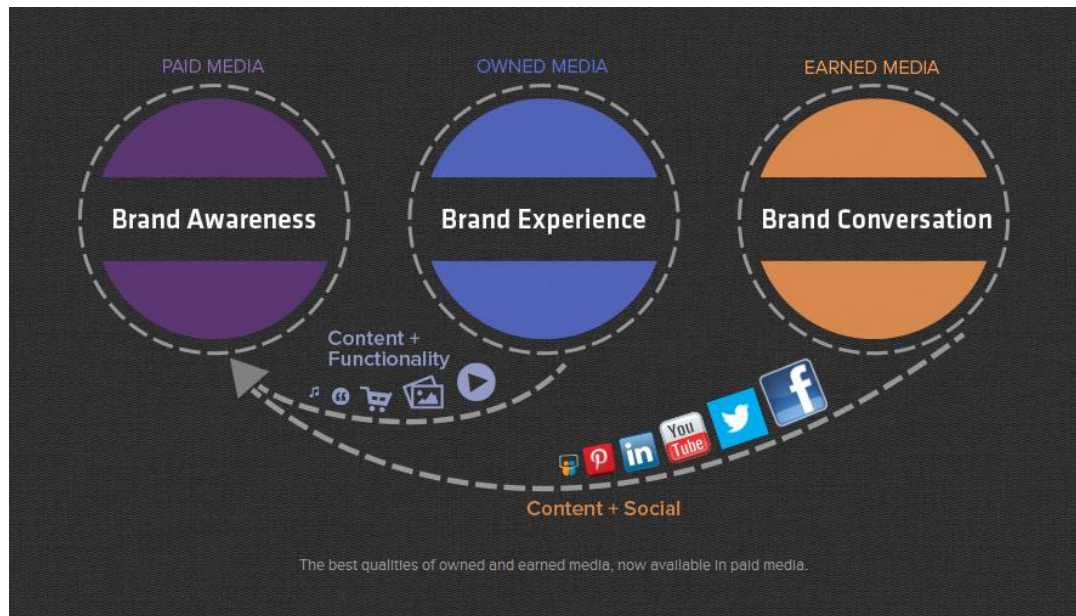
Tide @tide
We can't get your #blackout, but we can get your stains out. #SuperBowl #TidePower pic.twitter.com/JpQBRvjf
1:51 AM - 04 Feb 13
1,369 RETWEETS 359 FAVORITES

Oreo Cookie @Oreo
Power out? No problem. pic.twitter.com/dnQ7pOgC
1:48 AM - 04 Feb 13
16,075 RETWEETS 6,203 FAVORITES

BENEFITS

Publish brand assets and messaging directly into paid media

- ✦ Extended reach
- ✦ Fresh, meaningful content
- ✦ Relevance matters



BENEFITS

Leverage APIs to extend ad functionality

Pull in video, social content, and more

- ✦ Transforms the “container” of a paid display ad unit into a real-time vehicle for paid media publishing at scale
- ✦ Think ad server meets CMS



EXAMPLE: KRAFT

I Really Love My ... Elizabeth's Boots & More!
See the shoes she's wearing tonight. Jennifer's beloved coat and more styles you can't get enough of. [SEE PHOTOS](#)

Jeans That Look Amazing on Every Body Type
[SHOP NOW](#)

Exclusive Deals on Cashmere, Jewelry & More!
[SEE PHOTOS](#)

Last Night's Look: Love It or Leave It?
Vote on the head-turning outfits Emma, Jessica and more stars were just spotted in. [SEE PHOTOS AND VOTE!](#)

STYLE NEWS NOW

Under-\$30 Beauty Staples: The Zoe Report Picks Their Five Faves
[READ IT](#)

- Chic Clicks: Hats Off to Kate Moss (Plus, She's Got a New Gift), Did People Buy Prabal Gungur for Target?
- Rihanna's River Island Collection: No 'Diamonds,' Just Rough
- Found: Skinny Jeans That Look Amazing on Every Body Type
- This Week's Best Dressed Star! Miranda Kerr

Looking for the Best Dressed Dog!
Does your culture-loving canine deserve a spot on the catwalk? Share a pic of your pup at decked out.

LET'S GET ZESTY
Visit Kraft.com

GLAM newsline

#NYFW: Lauren Moffatt Fall 2012
Lauren Moffatt couldn't have picked a better location for her Fall 2012 Presentation. Th. [Twitter](#) [LinkedIn](#)

#NYFW Derek Lam Spring 2012
Derek Lam was California dreaming with his Spring 2012 collection. This season. [Twitter](#) [LinkedIn](#)

StyleWatch CONCIERGE

Entertaining

Chicken with pasta and veggies....can't wait to try this healthy recipe!

Pin It 428

Kraft LET'S GET ZESTY
Visit Kraft.com

HOT NEWS HOT RECIPES HOT PINS

Zesty Italian Spring Salad

Chicken with Pasta & Veggies

Zesty Minestrone

Zesty Italian Baked Salmon

I get Zesty by _____ [Tweet](#)



Chicken with Pasta & Veggies

SHARE [Twitter](#) [Pinterest](#)

what you need

- 1-1/2cups whole wheat penne pasta, uncooked
- 1-1/2tsp. olive oil
- 1 red pepper, cut into strips, halved
- 1 zucchini, cut lengthwise and crosswise in half, then cut into thin strips
- 1pkg. (6 oz.) OSCAR MAYER Deli Fresh Grilled Chicken Breast
- 1/4cup KRAFT Lite Zesty Italian Dressing
- 2Tbsp. KRAFT Grated Parmesan Cheese

make it

COOK pasta as directed on package.



I get Zesty by _____ [Tweet](#)

Brand: Kraft

BENEFITS

Streamline your media planning and ad optimization

- ✦ Publish changes to live ads in real-time without issuing new tags
- ✦ Build a content-rich ad in hours, not days, without coding
- ✦ Work in a flexible design environment
- ✦ Easily create IAB rising star units and other specialized formats
- ✦ Eliminate campaign delays

CASE STUDY: REAL-TIME MARKETING

charles SCHWAB

CHALLENGE

Effectively communicate content to clients and investors after a sudden financial market downturn.

SOLUTION

Build a dynamic ad with Flite and update it daily with new content to keep the content fresh and the audience engaged.

RESULTS

63% higher CTR; 3X increase in interaction rate; 15% more time spent on unit.

Market News | Live Feed | Video Commentary

Volatility Continues: Are the Markets Overreacting?

 After a few days of relative calm, stocks dropped sharply today as concerns over European banking issues combined with a plunge in the Philadelphia Fed Index (a measure of economic activity in the mid-Atlantic region) to push the major indexes down 4-5%. US Treasury prices rose, pushing yields down to their lowest levels in more than 60 years....

Panic is Not a Strategy—Nor is Greed

TALK TO CHUCK

charles SCHWAB

Read More

Market News | Live Feed | Video Commentary

@davidblack So glad we could help out. Thanks for the mention. ^JD

2012-03-21

Get more #tax tips from Schwab's Randy Spiegelman to make the most of your 2012 filing
<http://t.co/JQYQ7HhT> ^DM

2012-03-21

A 401k rollover is a smart & easy way to take control of your retirement savings. #taxtalkshow how we can

TALK TO CHUCK

charles SCHWAB

@CharlesSchwab

Follow Us and See Important Disclosures

DEMOS



FLITE

AD INNOVATION AT SCALE

QUESTIONS?