



MediaPoint Network®, One of the Inter/Media Group of Companies

Performance-Based Advertising Proves a Winner for Clients, Agency and Media

MediaPoint Network Provides Efficiency, Trackability, Scalability and Greater ROI For Direct Response Television, Radio, Print and Internet Advertising

For anyone who is watching media trends, or for that matter, even scanning business news, there's a revolution taking place in advertising today. C-suite marketing executives are being pressured by their CEO, CFO's and shareholders into showing a new level of accountability and transparency in their marketing. Now marketing must show bottom-line results and therefore turn the volume up on the data-centric science of marketing and lower the volume on the smoke and mirrors. Gone are the days when general branding alone could satisfy small, mid and enterprise advertisers.

Thus, MediaPoint Network® has become a perfect company for its time—a network comprised of hundreds of performance-based television, radio, print and internet media relationships that rely on dedicated technology to track and optimize dollars for both advertisers and the media alike.

As media are looking for strong and sustainable secondary sources of revenue to monetize their unsold or remnant inventory, MediaPoint has emerged in the last three years as a major supplier to fill that void with performance-based advertising offers from national advertisers. Those advertisers are caught in an ever-increasing competitive media environment, which forces them to generate more valid business leads for less.

In performance-based advertising, the advertiser pays only for verifiable leads or sales. In this arrangement, both advertiser and media affiliate ultimately sharing the revenue. And what MediaPoint brings to the advertising landscape is not only a scalable network of active media partners and the clout of 32 years of media buying from the \$350-million Inter/Media Advertising, but proprietary new state-of-the-art technologies that will allow both media and advertisers alike to have up-to-date lead, sales and transactional tracking information to enable better ROI management.

"We deliver efficient, trackable performance-based advertising campaigns daily to our national and local media affiliates," says MediaPoint Network's President and COO Jay Steven Levin. "At MediaPoint we offer a managed model to our partners. All



performance-based campaigns represented by MediaPoint Networks come with the same quality of service and five-star reputation enjoyed by Inter/Media Advertising's direct response big brand clients. Inter/Media Advertising is known throughout the industry as a thought-leading innovator in the DRTV space."

Levin joined MediaPoint in 2006, three years after Inter/Media had formed the unit, becoming the first to unite hundreds of its media affiliates into a formal network for the purpose of offering a performance-based platform in a organized environment. Levin came to the Inter/Media Group of Companies with more than 20 years of local, regional, national and international advertising, marketing and management experience. He has launched new products, markets and services from creation and production into distribution, marketing and sales channels for flagship companies such as Time/Warner Books in publishing, Buckley Broadcasting and Clear Channel in radio, Cox Communications' KTVU Fox affiliate in San Francisco in broadcast television, and AOL in the online space.

Since coming to MediaPoint, Levin has been driving to launch MediaPoint's new proprietary technology, originally conceived by Inter/Media Chairman Syd Yallen and President Robert Yallen, a year ago, since the project was seen as vital to the company's mission. Levin calls MediaPoint's information mining "Yield Management Intelligence," a critical element in successful performance or Cost-Per-Advertising (CPA) delivery. MediaPoint's growing network consists of hundreds of TV networks, TV stations, local cable, national cable networks, syndicated national TV, syndicated national radio, local radio and selected print media.

Drawing upon the extraordinary expertise within the seven Inter/Media companies, MediaPoint Network can handle the critical path elements of successful CPA advertising; strategic planning, creative, production, call center sourcing, fulfillment for product-based clients, media placement, traffic, distribution, tracking and analysis. Inter/Media Interactive will work hand-in-hand with MediaPoint Network if web design/re-design and search engine marketing or optimization are desired to support the ad campaign. Weekly reports will be available online for review by media affiliates and advertisers. Strategies will evolve as new information comes into the data hub, thus increasing ROI.

Advertisers who have taken advantage of MediaPoint's capabilities include all major and emerging industry categories such as personal care and health products, health providers, insurance, financial services, real estate, education, legal, and business opportunity, among others. Levin believes that with such prestigious organizations as the Association of National Advertisers making accountability a cornerstone of their conference themes, more demand will be placed on advertisers to compliment their regular media buys with performance campaigns to lower costs and increase the overall efficiencies of their campaigns.

“Media exposure through MediaPoint reaches mass awareness, while dramatically reducing an advertiser’s total media expense. It’s a win-win for everyone concerned—the advertiser, the media and the agency,” said Levin. “We see MediaPoint Network as the network handshake between quality media and top advertisers reaching out for greater profitability. This is the intersection between rich vertical multimedia advertising, frequency and scalable wide national message distribution reach.”