



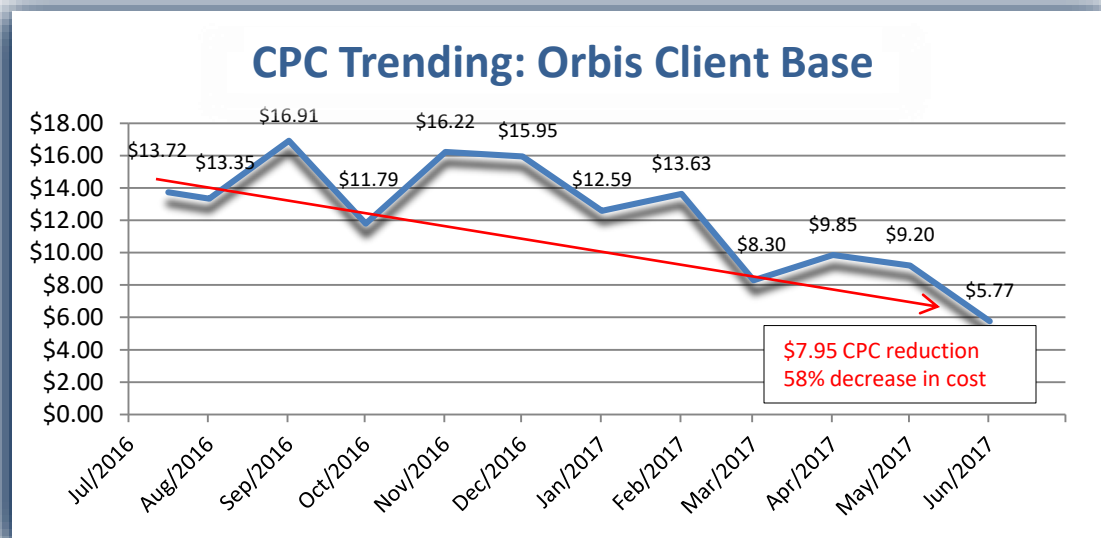
Orbis Client Success Brief

Background

- We know from experience that frequent, systematic management of client campaigns yields increased performance over time, but to what degree? This is, after all, the cornerstone of what Orbis Marketing provides to its clients.
- What does this performance improvement mean in terms of cost savings or incremental site visits for Orbis Marketing clients, in specific terms?
- So we mined a year's worth of data to find out.
 - Seven clients across 27 sites were analyzed
 - Non-paid (negotiated added value) placements were omitted from this analysis – these represent additional unreported performance enhancements

What Did We Find Out?

- A 58% improvement in cost per click performance was achieved over 12 months.
- This resulted in more than **2x the responses** (clicks) for the same media investment.
 - In other words, for each \$10,000 of media investment, monthly click volume increased from 729 to 1,733



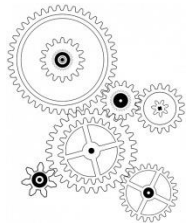
The Process, Process, Process,

- There's a three-part system for generating optimal client results that we lovingly call "the Secret Sauce":



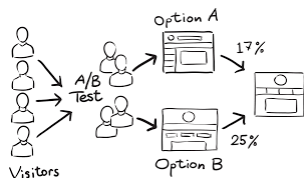
Going-in Intelligence

- 16 years, 50+ clients, 100+ publishers – ETFs/Funds/Asset Management ONLY
- Unparalleled knowledge of very nuanced target segments (advisors, brokers, retail)
- Deep knowledge of media platforms and tactics that outperform all others
- Because of history and buying volume, significant negotiating capability
- Integrated media plans that include small, targeted "long tail" buys, higher-visibility sponsorships, highly contextual targeting and other placement types



Optimization: Levers, Knobs and Dials

- Creative/messaging and very importantly, call to action (CTA)
- Sites, placements within sites (continuous renegotiation and modifications required)
- Real-time product messaging performance, based on market fluctuations (gold, energy)
- Content targeting, adjusting ad adjacencies to be most relevant to very specific audiences when they are *actively* researching products



Ongoing Testing

- Once plan and site performance is established, methodical testing is introduced
- A/B testing of offer/CTA, messaging, creative design, and landing pages
- With the goal of uncovering new areas of improvement without sacrificing performance

What Our Partners Are Saying

“I have had the pleasure of working with Orbis Marketing since 2009, specifically with ETF-focused ad campaigns on Investors.com. Orbis Marketing works with its publishing partners to study the demographics and psychographics of the site audience in depth. Every ad position purchased by Orbis Marketing on Investors.com had a strategic purpose, not just because it was the “best deal” to buy. As a result, every campaign placed by Orbis Marketing on Investors.com has performed above site average in CTR% while maintaining a very low CPC.”

“This is why I believe Orbis Marketing has very low client turnover, as their clients’ campaigns perform above par quarter after quarter and year after year (the longest account running is at its 9th consecutive year). Orbis Marketing genuinely cares for their clients and engages the publisher with the utmost professionalism.”

Shaun Shen
Integrated Advertising Director, Western Region
Investors.com



Thank You



About Orbis Marketing

Founded in 2001, Orbis Marketing has offices in Chicago and Los Angeles. Since our founding, we have purchased media for over 50 clients from over 100 publishers. Our media planning and buying services are driven by our results oriented approach to advertising. The tracking of our clients' advertising results, coupled with our proprietary research allows us to know where and how to advertise, and more critically, what rate to pay.

We love results data. We track front end metrics such as click through rate and cost per click as well as important back end metrics such as site engagement, lead or contact generation, or informational downloads. This data is a key part of our continuous improvement process. Each publication/site, placement and creative treatment is subject to our optimization efforts. Weekly reports provide an understanding of this optimization and provide accountability to our clients.