

# Brilig Reach Report



March 2011	Unique Reach	Percentage Overlap	Role
XYZ Ad Network	17,664,551	100.00%	Buyer
ClearLight	3,915,377	22.19%	Seller
Allied Data	14,412,182	81.68%	Seller
Foray	2,892,899	16.40%	Seller
Vault Data	3,893,799	22.07%	Seller

Total unique users each seller has data coverage on

Number of unique users of a segment XYZ Ad Network saw in a month

Seller	V Group Segment Description	Segment ID	March 1-31 Overlap	Percentage of Traffic	Monthly Inventory
Vault Data	Children 0-No Child Present	FAB00107	2,262,687	12.53%	27,278,266
Vault Data	Length Of Res < 3 Years-	FAB00165	2,197,694	12.17%	25,757,458
Vault Data	Dwelling Type Single Family Dwelling	FAB00128	2,153,681	11.93%	26,126,337
Vault Data	Children	FAB00076	1,832,691	10.15%	21,846,267
Vault Data	Home Owner Y-Home Owner	FAB00149	1,823,266	10.10%	22,260,405
Vault Data	Median Home Value 0-100K	FAB00170	1,774,669	9.83%	20,086,796
Vault Data	Mail Buyer	FAB00014	1,748,912	9.69%	21,693,919
Vault Data	Credit Card	FAB00036	1,736,585	9.62%	21,544,998
Vault Data	Bank Card	FAB00035	1,732,107	9.59%	21,386,443
Vault Data	Ethnicity W = Caucasian	FAB00138	1,639,133	9.08%	20,015,838
Vault Data	Income Range <\$30K	FAB00031	1,634,061	9.05%	18,808,516
Vault Data	Avid Readers	FAB00023	1,585,366	8.78%	19,433,044
Vault Data	Wealth 0- Lowest Decile	FAB00042	1,527,902	8.46%	17,689,759
Vault Data	Retail Card	FAB00041	1,439,445	7.97%	18,045,674
Vault Data	Magazine	FAB00013	1,424,709	7.89%	17,632,561
Vault Data	Income Range \$30K-\$60K	FAB00032	1,383,243	7.66%	15,845,035
Vault Data	Home Improvement	FAB00011	1,358,352	7.52%	16,925,607
Vault Data	Home Decor	FAB00010	1,355,568	7.51%	16,919,110
Vault Data	Healthy Living	FAB00064	1,344,547	7.45%	16,709,209
Vault Data	Travel	FAB00100	1,337,727	7.41%	16,507,016
Vault Data	Food	FAB00007	1,332,937	7.38%	16,379,106
Vault Data	Contributors	FAB00094	1,331,440	7.37%	16,390,963
Vault Data	Gender F-Female	FAB00145	1,307,803	7.24%	16,077,272
Vault Data	Adults 1-1 Adult	FAB00104	1,299,081	7.20%	15,664,249

Total unique users in a segment — can be transferred to Ad Exchange/ DSP to extend audience

# Brilig Lift Report



Campaign	Travel Resort Offer
Date	2/23/2011
Summary Data	
Total Views	127,592,620
Unique Views	69,503,610
Total Clicks	86,080
Gross CTR	0.067%
Conversions	2,754
Conversion Rate	3.2%

## Tip Of The Day

Look for segments with 2x or more lift and over 100k in inventory and then contact Brilig to license this data for refining ongoing campaigns as as insight into next campaign

Available unique users per monthly segment

## Brilig Lift Report™

Segment SKU	Data Seller	Description	Total Views	Total Clicks	CTR	Conversions	Conversion Rate	Inventory
BHB00013	Call Brilig	Mobile - All	449,501	738	0.164%	134	18.2%	36,816,340
BHB00089	Call Brilig	iPhone - All	288,633	476	0.165%	68	14.3%	15,614,560
BHB00069	Call Brilig	DIY - All	170,601	1,044	0.612%	104	10.0%	213,460
BLG00003	Call Brilig	Hispanic	1,532,166	2,298	0.150%	224	9.7%	7,123,453
BHB00114	Call Brilig	Medical Science - All	191,750	370	0.193%	36	9.7%	2,565,860
OTM00011	Call Brilig	Verizon	407,460	688	0.169%	64	9.3%	6,899,076
BHB00672	Call Brilig	Trendy Fashion	167,655	1,042	0.622%	86	8.3%	68,400
OTM00016	Call Brilig	Fios	3,587,307	564	0.016%	30	5.3%	600,545
FJK00131	Call Brilig	Political Affiliation - Other	2,505,201	3,734	0.149%	194	5.2%	5,204,853
BHB00014	Call Brilig	Multimedia - All	284,013	482	0.170%	24	5.0%	13,601,640
ATB00076	Call Brilig	CPG Campaign – Food/Dairy	31,674	484	1.528%	22	4.5%	2,299,692
OTM00020	Call Brilig	Cable	207,158	456	0.220%	20	4.4%	513,553
BHB00010	Call Brilig	Wellness - All	362,485	1,162	0.321%	46	4.0%	16,833,460
BHB00892	Call Brilig	How To's & Guides	240,977	360	0.149%	14	3.9%	9,350,840
ATB00057	Call Brilig	CPG Campaign – Food	261,630	402	0.154%	8	2.0%	4,533,880
DYP00010	Call Brilig	Animals	317,231	440	0.139%	6	1.4%	766,564
FAB00176	Call Brilig	Median Home Value 750K-Up	2,132,130	2,922	0.137%	36	1.2%	2,495,980
BHB00024	Call Brilig	Computer Hardware - All	261,514	368	0.141%	4	1.1%	8,613,820
FAB00137	Call Brilig	Ethnicity I = American Indian	275,322	440	0.160%	4	0.9%	3,233,512
BHB00029	Call Brilig	Windows Platform - All	284,898	450	0.158%	4	0.9%	15,376,380
ATB00050	Call Brilig	Non-Profit – Child Care	1,351,063	1,962	0.145%	16	0.8%	5,125,460
OTM00018	Call Brilig	Mobile	244,471	372	0.152%	2	0.5%	200,182
BHB00016	Call Brilig	Science - All	222,592	374	0.168%	2	0.5%	6,564,120
ATB00058	Call Brilig	CPG Campaign – Food	321,012	486	0.151%	2	0.4%	1,077,837

