

FIND LIFT AND BUY IT. WATCH YOUR ADS BLOW OUT THE METRICS.

Buy data before October 31, 2011 and if you don't get lift, the data is FREE*.

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

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	Multiple Cell Phones	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	3D TV	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	Crafts at Home	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

YOU'RE JUST 4 STEPS AWAY FROM GUARANTEED ROI.

- 1 Register at www.brilig.com/guaranteedROI
- 2 Then feed us your campaign data.
- 3 Run the Brilig Lift Report™ and buy the best segments
- 4 Watch your campaign take off, or the data is free.

Questions? Call us at 212-297-1860

*Terms and Conditions: This offer is for new accounts only and the guaranteed ROI offer only applies to one campaign. Normal terms and conditions will apply to any additional campaigns and data purchases. Brilig reserves the right to limit the number of accounts or to set minimum/maximum lift values for this offer. Complete terms and conditions are available on the registration page. Data purchases must be made by 5PM ET on October 31, 2011 to be included in this offer.