XAXIS

WPP Digital Investor Day

4 June 2013

Largest, Most Experienced Audience Company

INNOVATION

- Invented the trading desk in 2008
- Developed the first DMP in 2008

SCALE

- Data and buying power of GroupM
- More direct publisher relationships
- Universal access to data and media sources

TECHNOLOGY

- Invested over $1B in our technology
- Partner with the best companies in the industry

DATA

- Proprietary data segments and models
- Only global complete DMP solution

KNOWLEDGE

- Only company of our kind with a separate analytics and insights practice **57** analysts

49 traders • Largest team of automated traders in the world

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The Proof Is In Our Growth

GLOBAL
300 employees in 22 markets

ANNUAL BILLING
$400MM+

CLIENTS
1,000+

GROWTH Y-O-Y
56%

North America

- **33%** billings growth
- Canada seeing **3X** growth

EMEA

- **56%** billings growth
- **6** new offices

Latin America

- Formally launching this week
- **5** new offices

APAC

- **Tripling** billings in 2013
- **7** new offices

MENA

- Launching in Q4 2013

XAXIS

The #1 Global Audience Buying Company

Experts in using data and technology to help advertisers reach and engage with audiences at scale

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Xaxis Audience Platform

1 Xaxis Data

- Proprietary Data Partnerships
- Client Data
- 3rd Party Data Partners

2 Xaxis Proprietary Audience & Media Optimization

- **Audience Profiling**
- **Media Profiling**
- **Predictive Modelling**
- **Decision Engine**

5 Xaxis Delivery Partnerships

3 Xaxis Proprietary Analytics & Reporting

- **Multi-Source Data Fusion**
- **Analytical Modelling**
- **Dashboarding & Presentation**

4 Xaxis Media

- Premium Reserve Media
- Private Exchange Media
- Real Time Bidding

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Xaxis Audience Platform

1 Xaxis Data

XAXIS
THE DATA ALLIANCE WPP
groupm

Client Data

3rd Party Data Partners

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24/7 MEDIA

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THE DATA ALLIANCE WPP
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4 Xaxis Media

groupm

groupm

Real Time Bidding

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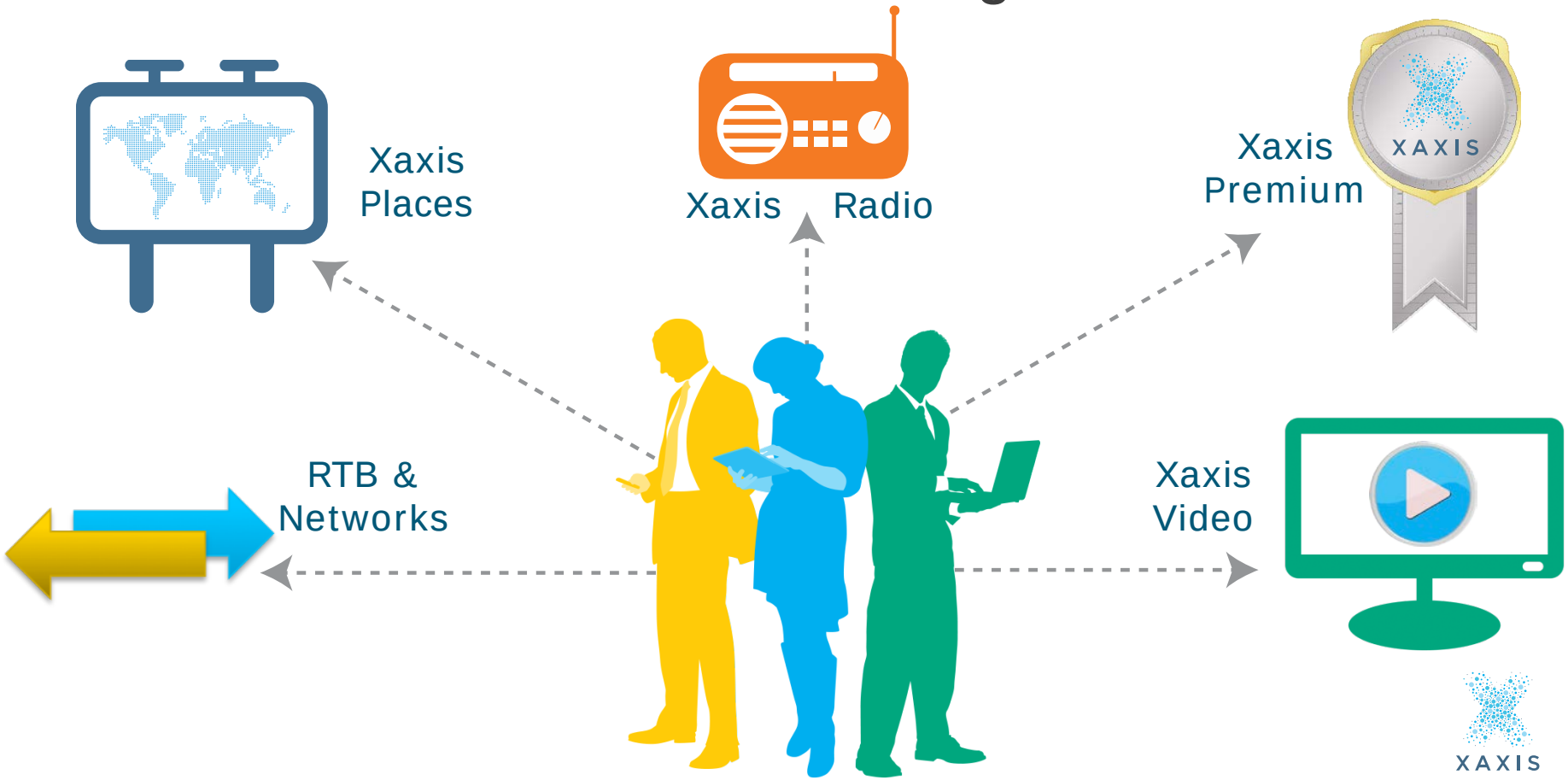
Reach Audiences All Places Digital



Driving Sales Across Digital Video

Consumer Packaged Goods Company

- Challenge:
  Drive online and offline sales among women 25-54 during holiday shopping rush

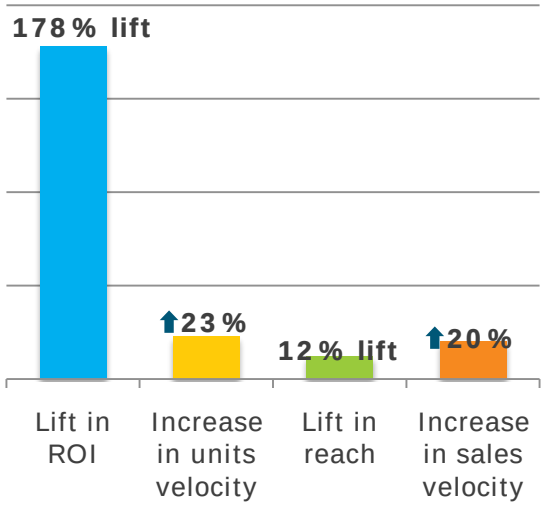
Solution:

Create Audience Portraits of likely consumers, target with digital video messages and retarget completers with display messaging

Results:

Xaxis products drove deeper engagement and greater awareness

178% lift in ROI
23% increase in units velocity
12% lift in Reach
20% increase in sales velocity



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Case Study: Brand Suite Drives Lift & Engagement

Financial Services Company

- Challenge:
  Raise awareness and drive deeper engagement beyond landing page for new consumer credit card

Execution:

Baseline Media:

2 Awareness-Focused Ad Networks
2 Premium Homepage Takeovers

Xaxis Media:

Xaxis Premium & Xaxis Radio

Targeting:

Owners of competitive credit cards & new card prospects (life changes, new home purchasers, etc.)

Results:

Xaxis Products drove deeper site engagement and also increased the reach of the baseline media components

Xaxis Premium rounded out both ad networks by either

1) driving greater engagement
or
2) increasing reach

Conclusions:

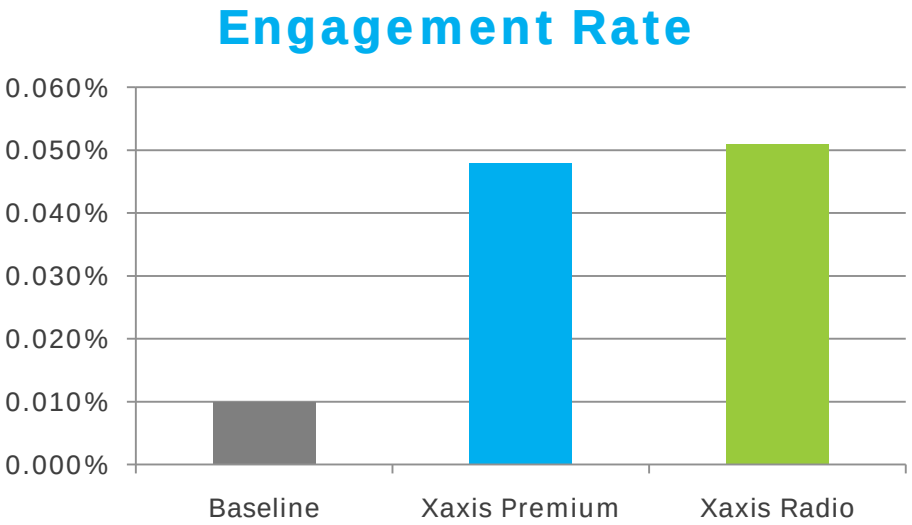
Digital Radio adds to an awareness media plan

Mix of Premium Display and Digital Radio positively affect awareness and engagement

XAXIS

Premium and Radio Drive >3x Engagement

- Users who were exposed to **Xaxis Premium** and/or **Xaxis Radio** interacted with the Advertiser's site at a significantly higher rate
- The combination of *Audience Targeting* and *Premium Display* inventory yields lift over network-based, targeted inventory
- Xaxis Radio users navigated to the Advertiser's site due to strong ad recall and quality targeting



3.8x Lift

4.1x Lift

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Xaxis In The Future

Insight

Trading

Geography

Data

New Products

XAXIS

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Thank you!

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