



WPP Digital Investor Day

18 October 2011

Our Target Audience is Often Clearly Defined

- Demographics
- Search behaviors
- Attributes/psychographics



In Media We Often Have to Settle For This

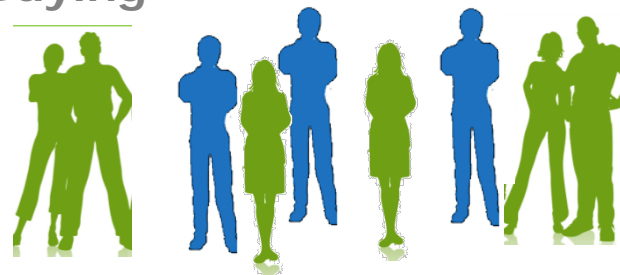


Data-lead Buying of Individual Impressions on a Buying Platform Works Like This



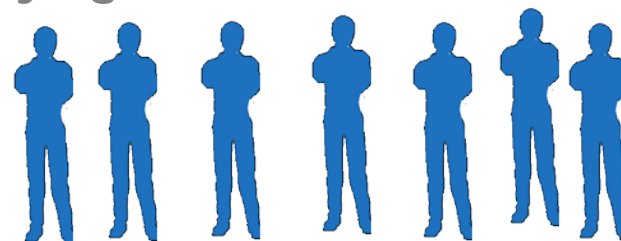
Audience Buying Reaches Targeted Segments Efficiently and at Scale

Contextual Buying

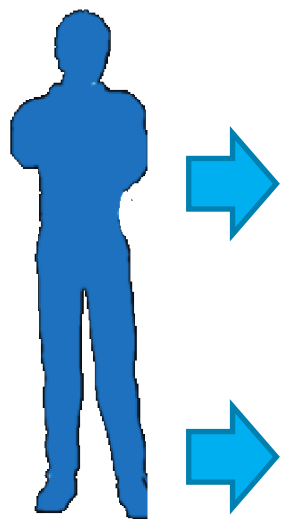


- Wasted spend
- Limited reach against target
- High CPM

Audience Buying



- Zero waste
- Increased reach against target
- More efficient CPM



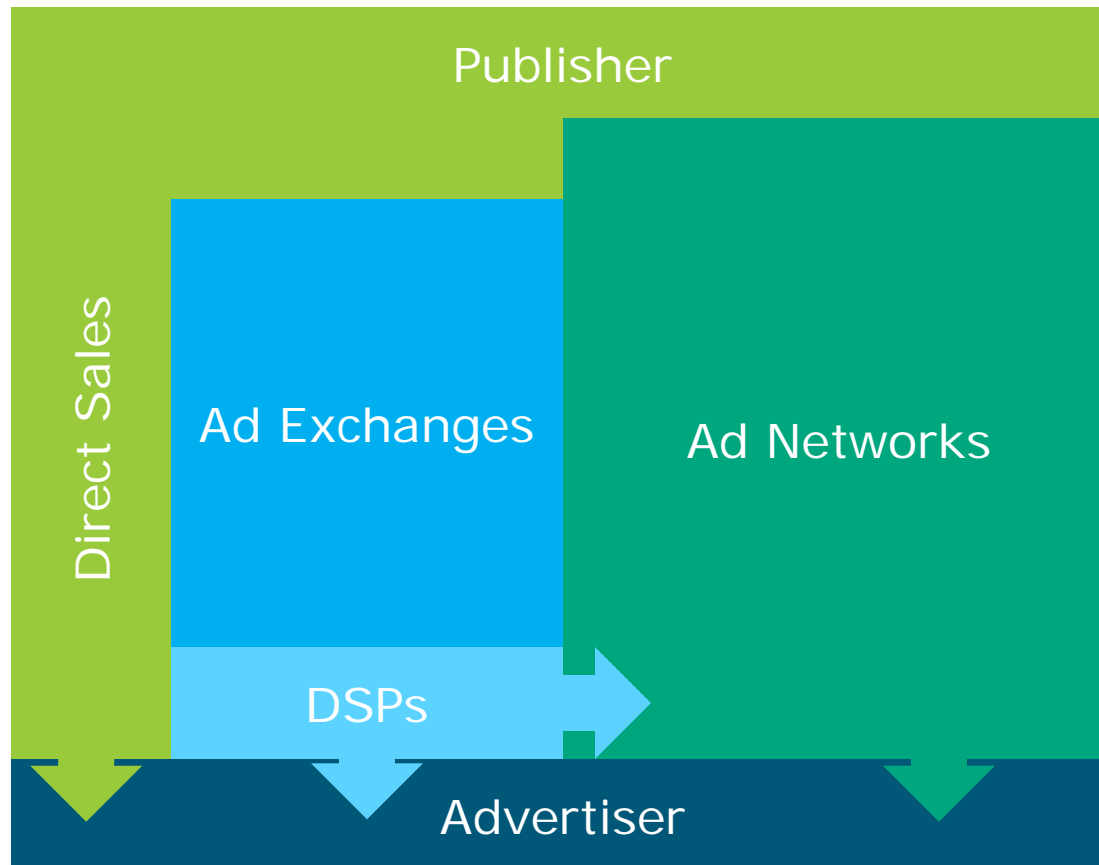
Desired audience:
Male, \$75K+,
financially minded



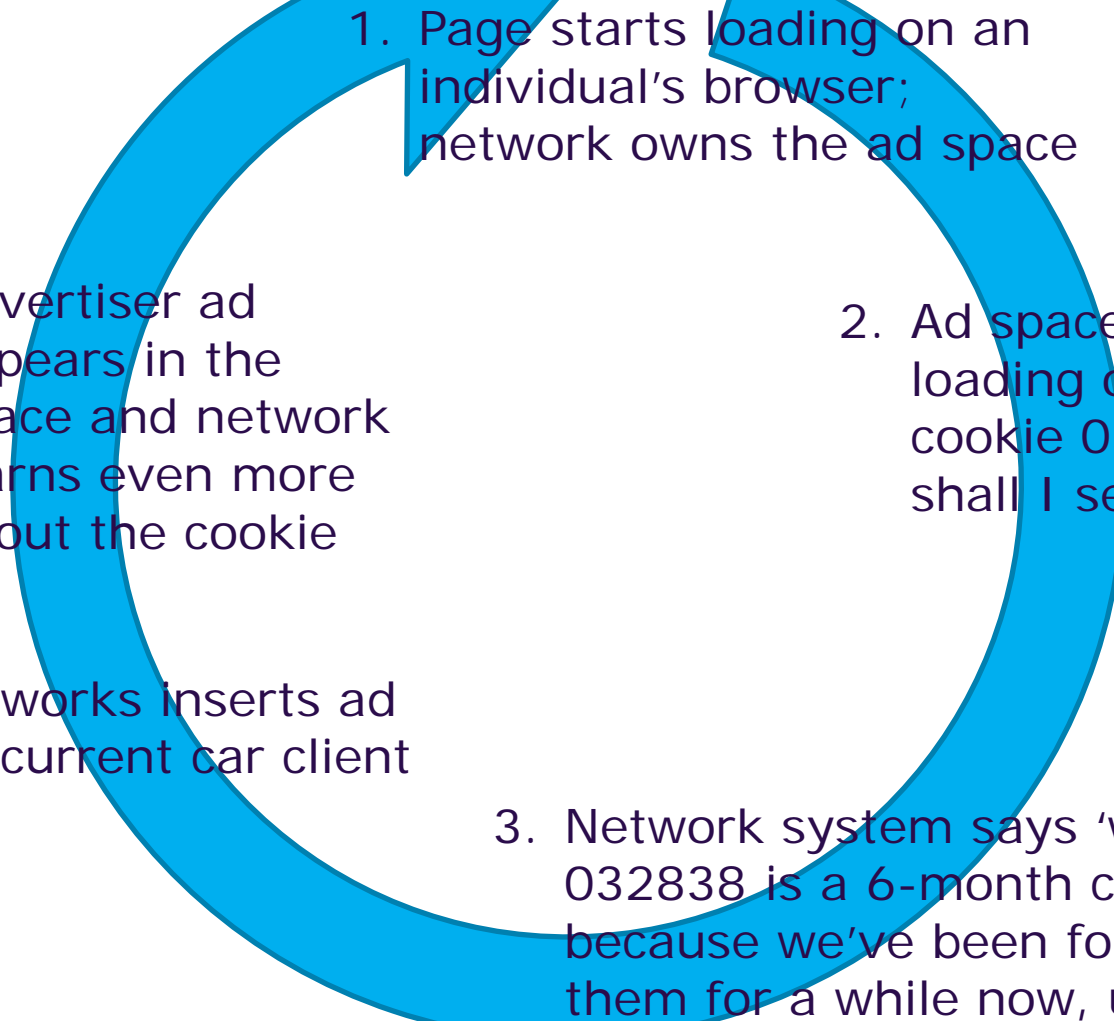
Audience Buying Ecosystem is Cluttered and Inefficient



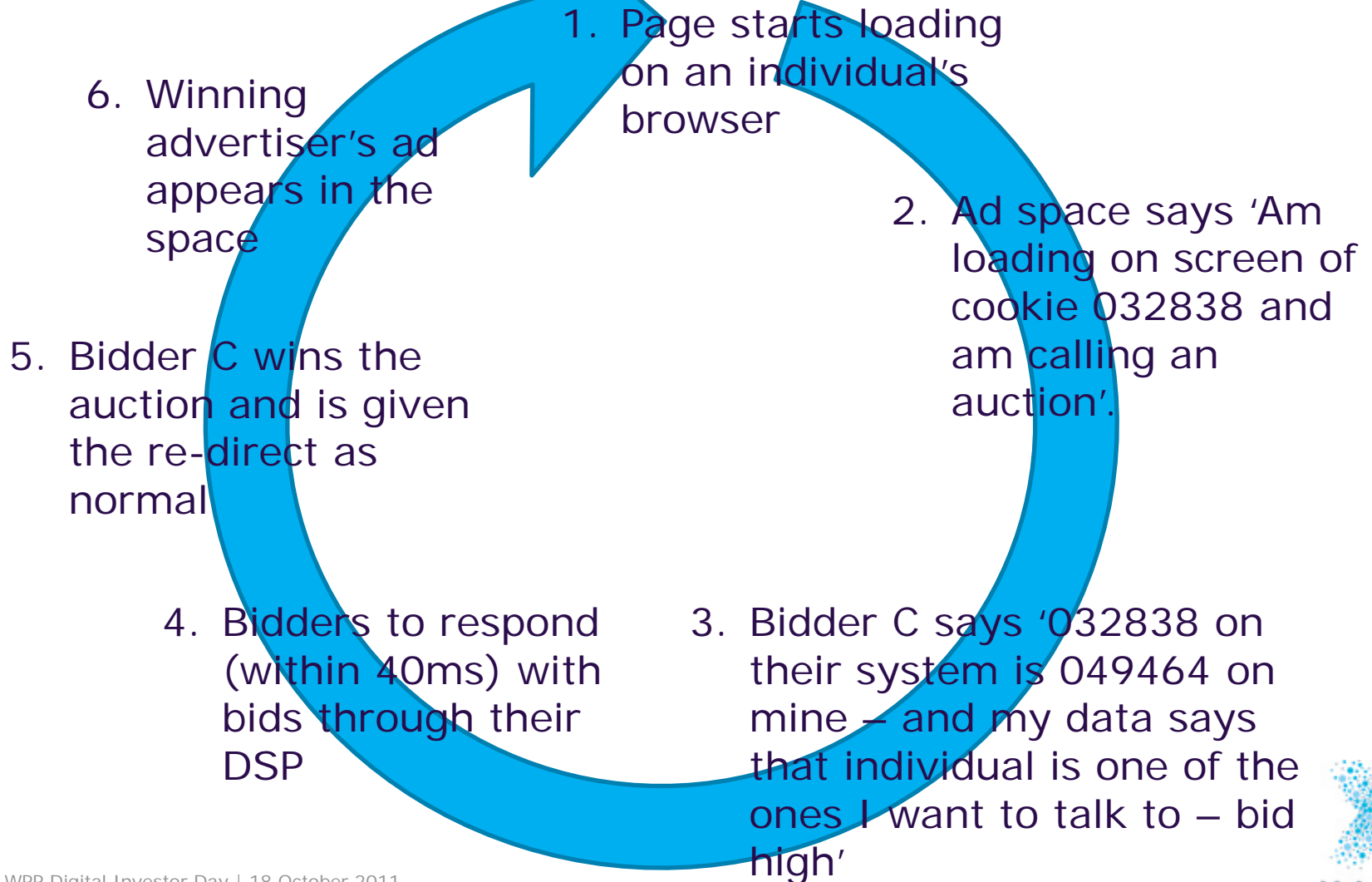
Inventory Flow In Emerging Display Landscape



The Ad Network

- 
1. Page starts loading on an individual's browser; network owns the ad space
 2. Ad space says 'Am loading on screen of cookie 032838, what shall I serve?'
 3. Network system says 'we reckon 032838 is a 6-month car intender because we've been following them for a while now, use this ad'
 4. Networks inserts ad for current car client
 5. Advertiser ad appears in the space and network learns even more about the cookie

Real-Time Marketplace (Exchange)



GroupM: Digital At Scale

- Digital Display for almost 100% of GroupM advertisers
- Paid search for over 90% of GroupM advertisers
- Total digital billings approaching \$10 billion worldwide
- Digital, search and social fully integrated in agency businesses

Worldwide		
Rank	Network	2009 Billing (U.S. \$m)
1	GroupM	\$82.2
2	Publicis	\$59.4
3	Omnicom	\$38.4
4	Aegis	\$31.2
5	Interpublic	\$30.3
6	Havas	\$14.8

Source: RECMA 2010 report (June 2011)

GroupM's Digital Audience Buying Solution



We are **Xaxis**

A media company for the digital age

A GroupM company helping agencies and their clients use data and technology to reach and engage with audiences at scale



WPP's Strategy Rooted in Proprietary Technology

WPP
groupm



Audience on Demand



CADREON



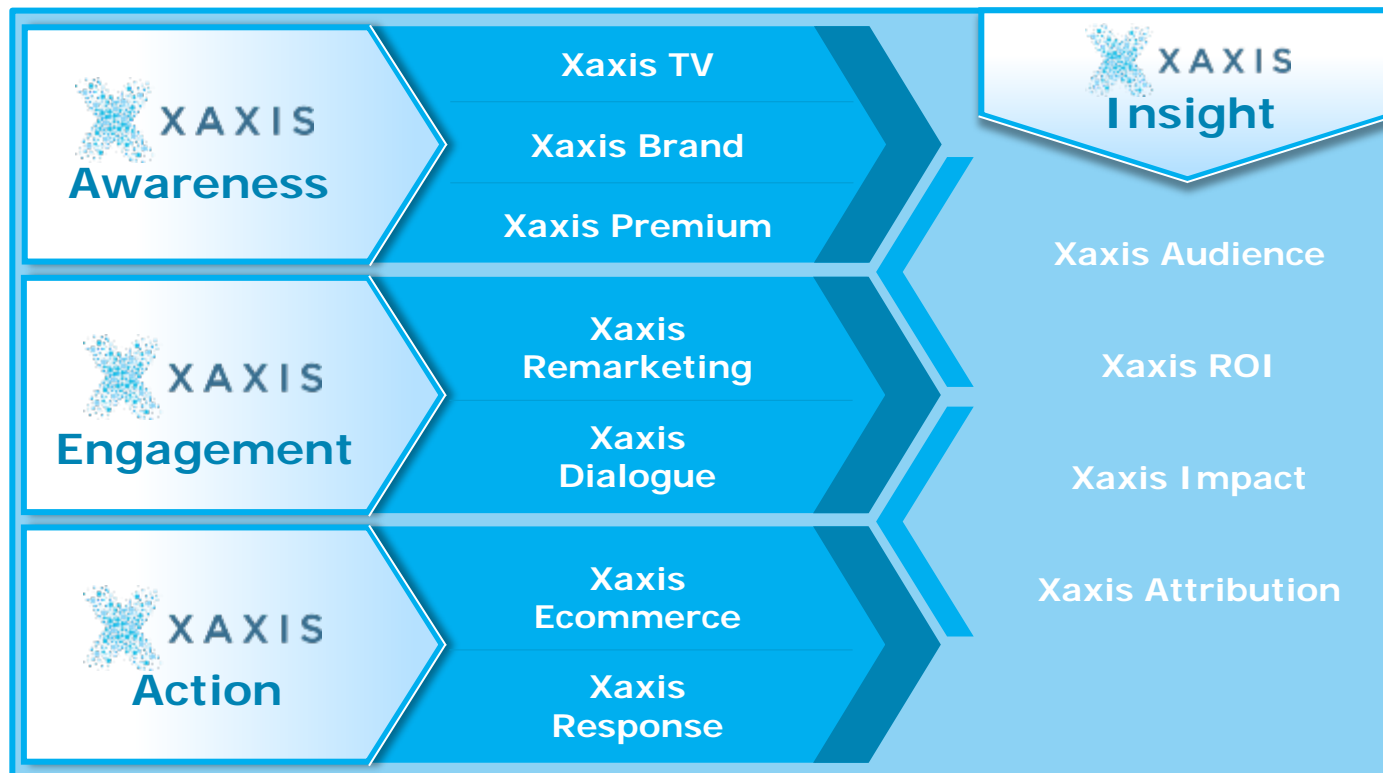
OmnicomGroup



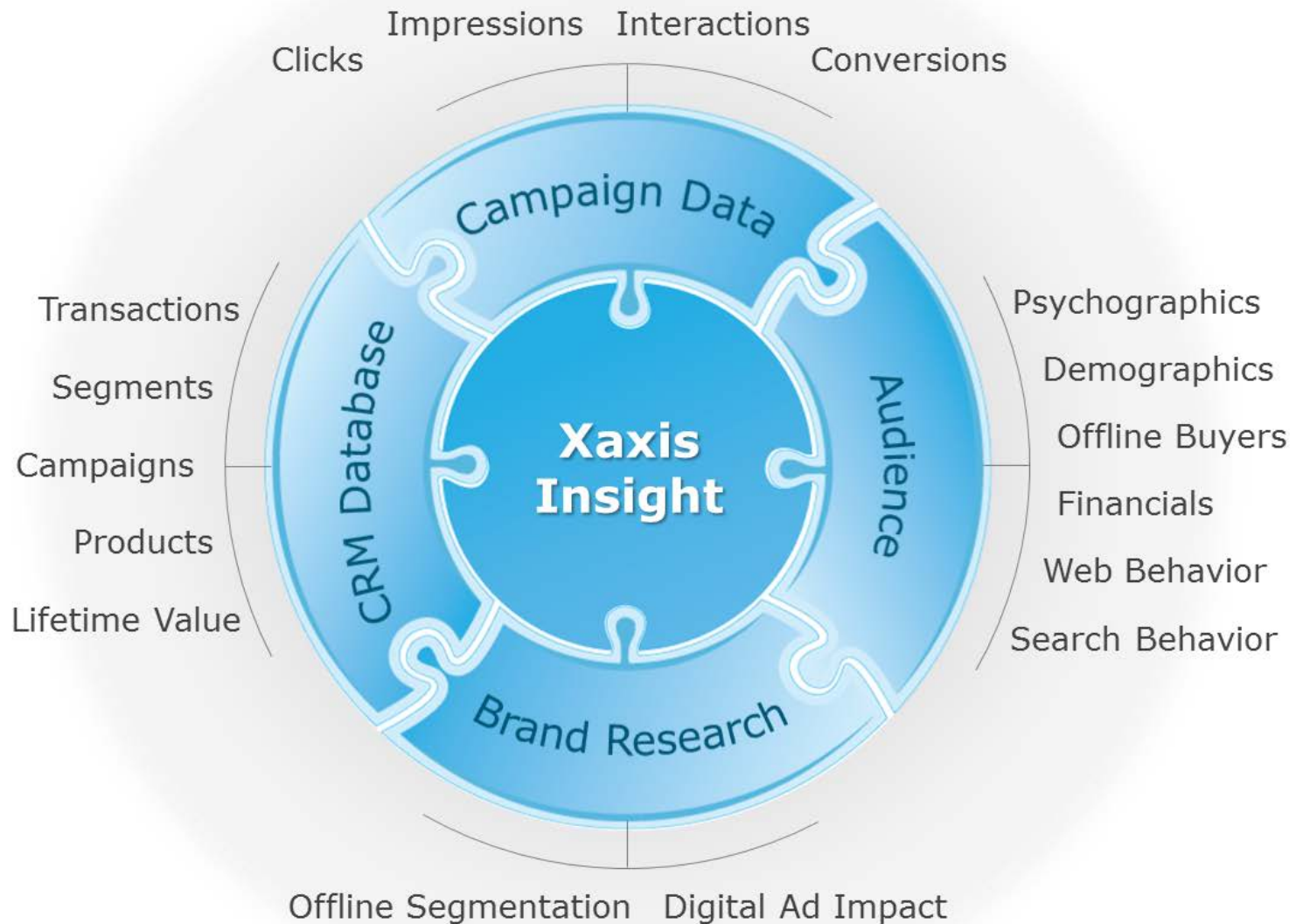
Xaxis Is The Only Global Audience Solution

- **Product:** The only global audience buying solution; currently in 13 markets
- **Data:** First agency trading desk to offer clients a complete data warehousing solution
- **Technology:** Proprietary technology that protects client data and objectively measures all results
- **Team:** World's largest team of experienced audience trading professionals; recruited from DSPs, networks, and publishers
- **Trading Power:** More direct relationships with premium publishers than any other trading desk
- **Access:** Not just exchanges; access to media from publishers, networks, supply-side platforms
- **Channels:** Seamlessly reaches audiences across display, search, video, mobile, and social media

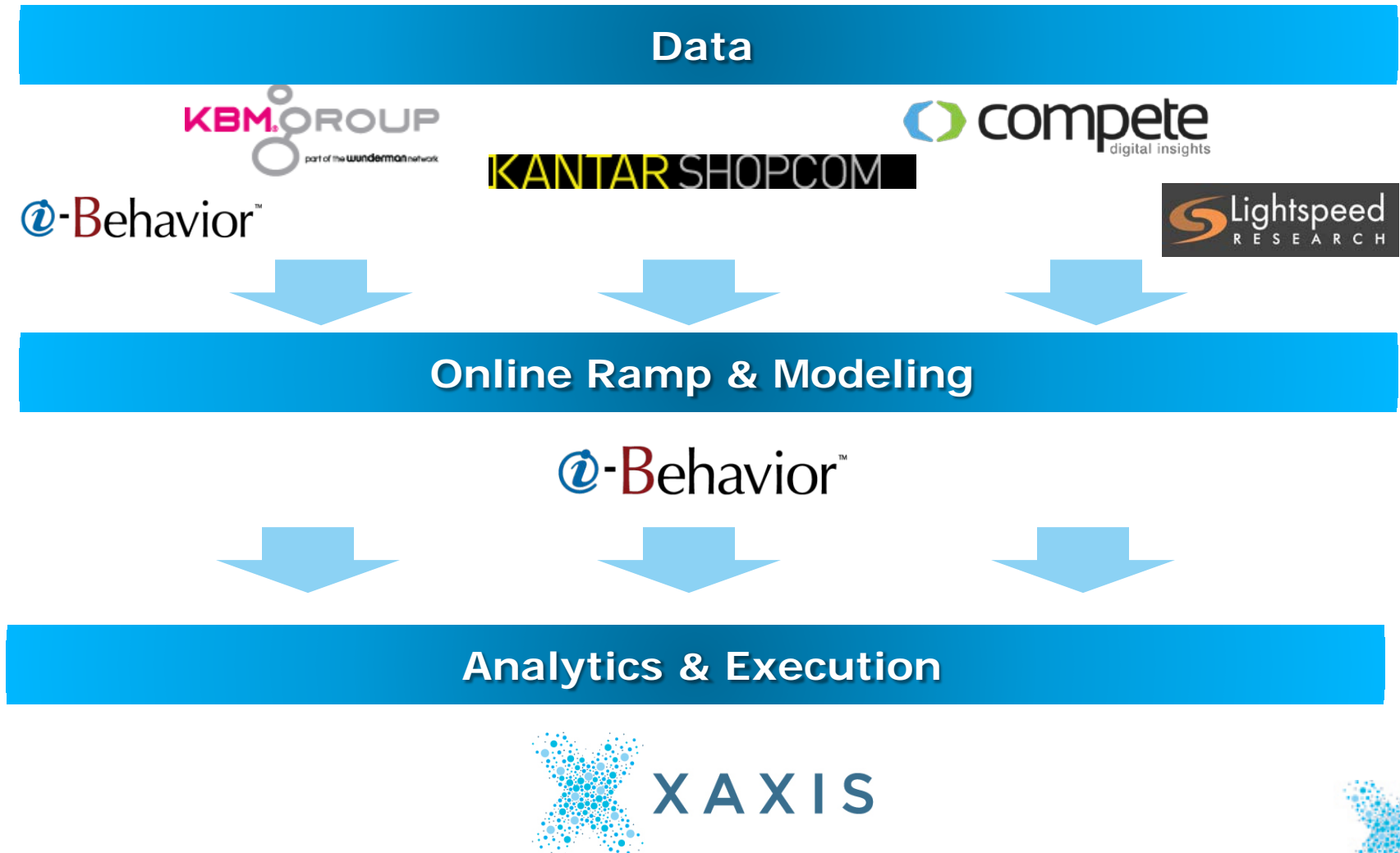
Xaxis Provides Solutions Across the Consumer Journey



Xaxis Provides Universal Data Connectivity



Xaxis DMP Pivotal Role in WPP Data Alliance



Xaxis Premium: Quality Sites for GroupM Clients



Site list as of September 2011. All site placements in high-traffic areas of site 100% above the fold.

Xaxis Manages All Digital Channels

- **Video**
 - Launch of V2 Video Platform October 11
 - Unparalleled reach (20 premium content partners)
 - Integration with display, mobile and paid search
 - Reach TV audiences via video via custom modeling (iGRP)
- **Mobile**
 - Integration of mobile data through Xaxis DMP
 - Acquiring premium inventory via reserved media and RTB
- **Paid Social**
 - Integration of paid social data through Xaxis DMP
 - Leveraging ZAP Social to acquire paid social media (Facebook)
- **Digital TV**
 - Ongoing trials of matching Xaxis data to digital TV acquisition

Xaxis eCommerce Drives Purchase Lift

Major online retailer uses product-level retargeting to deliver cost-efficient sales lift

APPROACH

Product View

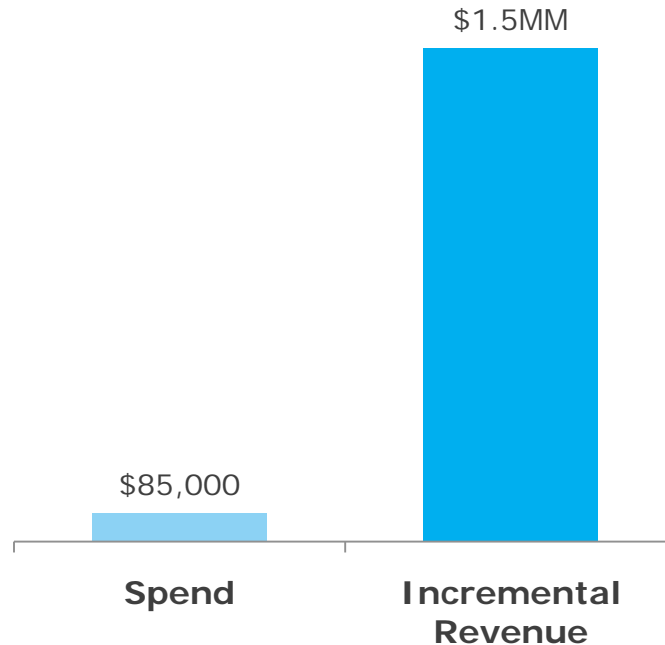


Product Retargeting



Online Purchase

TEST OUTCOMES



PROGRAM RESULTS

<i>Lift over Control</i>	12%
<i>Incremental Conversions</i>	> 11,000
<i>Incremental Conversions per 1,000</i>	2.9
<i>Return on Ad Spend</i>	\$14:1

Xaxis eCommerce delivers product lift at cost-efficient rates





XAXIS

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