



**BRIGHTSERVE™:
MAXIMIZING YOUR WEBSITE'S REVENUE**

BRIGHTSERVE™
19468 SW 80TH CT
MIAMI, FL 33157
PHONE: 305.909.9586

BRIGHTSERVE™: MAXIMIZING YOUR WEBSITE’S REVENUE

CONTENTS

WHAT IS YOUR WEBSITE’S AD REVENUE POTENTIAL? 4

WHAT IS BRIGHTSERVE™? 5

SERVER SIDE AD SERVING (SSAS): *“THE LATEST EVOLUTION IN AD SERVING”* 6

LET US RAISE YOUR REVENUE WHILE YOU GROW YOUR BUSINESS 8

OTHER BRIGHTSERVE™ “GAME-CHANGERS” 9

WHAT ARE THE NEXT STEPS TOWARD TRANSFORMING YOUR BUSINESS? 11

WHAT IS YOUR WEBSITE'S AD REVENUE POTENTIAL?

First, ask yourself two simple questions...

How well is my website performing? How well should it be doing?

Getting those answers is relatively easy:

Simply take your monthly network ad revenue (not counting direct ad sales), multiple by 1000, and divide by your total page views.

For example, if your site generated \$16,000 in ad revenue on 2 million page views, the equation would look like this:

$$\$16,000 * 1,000 / 2,000,000 = \$8 \text{ Page CPM}$$

What is a Good Benchmark?

If your site is not generating an \$8 Page CPM during 9-10 months of the year and averaging at least \$5 Page CPM in the other 2-3 months of the year, your site is not realizing its advertising revenue potential.

Now Add Direct Ad Sales

20-30% of your impressions should be direct ad buys sold straight to the advertiser or one of their agency partners. Depending on the relevance of your site to the advertisers' products, your direct buys should command a 50-300% premium over network buys and add \$3-7 to the overall Page CPM of your website.

Where are you?

Few websites generate site wide \$11-\$15 Page CPMs. Chances are your website falls short. It takes a lot of knowledge, technology, expertise (and time) to get a website to perform that well, but once it starts to really deliver, it will deliver month after month after month.

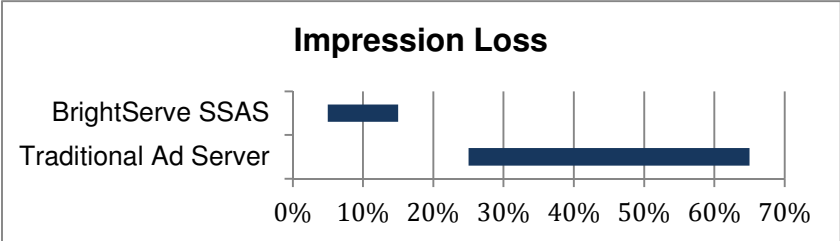
With an effective sales force, your website should generate a site wide \$11-\$15 Page CPM in the strong months of the year

WHAT IS BRIGHTSERVE™?

BrightServe™ is an innovative product and managed services offering with the goal of improving and maximizing monthly web publishing ad revenue. BrightServe™ combines an advanced ad server and a dedicated team of ad management professionals to control the ad networks, ad buys and ad flow appearing on your website or URL under management.

Significant Revenue Growth Opportunity

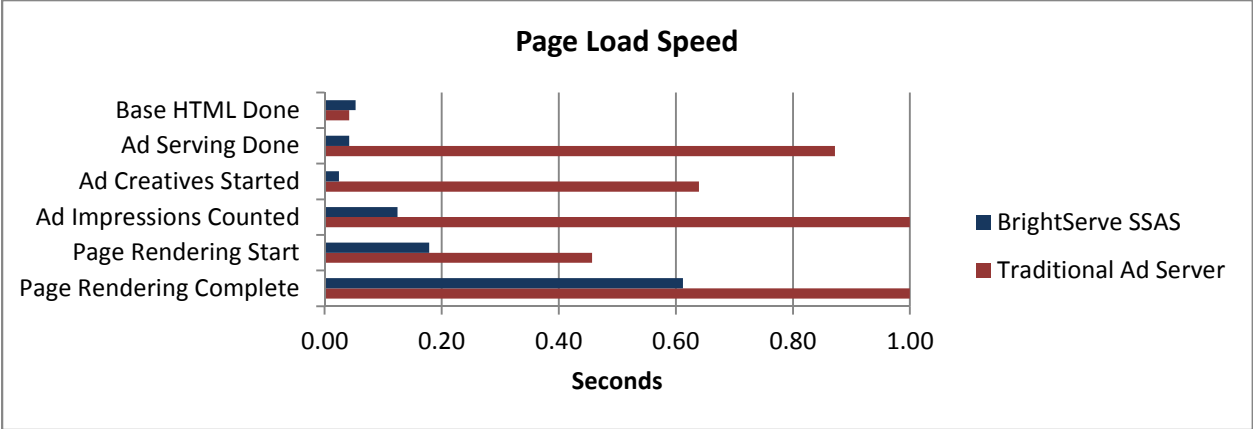
Dramatic revenue growth is the “game changing” reason behind outsourcing your ad revenue operation to BrightServe™. But the technology underlying how we serve ads also increases page load speeds anywhere from 30% to 100% and reduces end-to-end impression loss from 25%-65% down to 5-15%.



The BrightServe™ Difference:

- *A Minimum site revenue growth between \$1.50-\$3.50 per page CPM*
- *An increase in page load speed by 2-3x*
- *A reduction in impression loss by 25 to 65%*

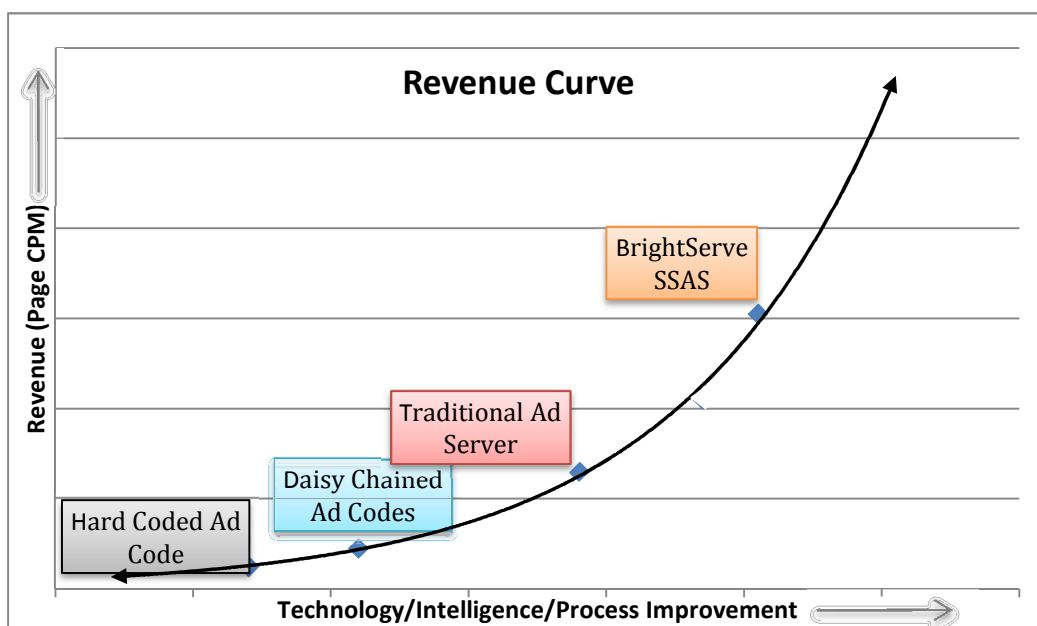
Revenue growth between \$1.50 to \$3.50 per page CPM, page load speeds up to two to three times faster and a reduction in lost impressions by up to 65% are amongst the benefits publishers experience from BrightServe’s™ service within 3-9 months.



SERVER SIDE AD SERVING (SSAS)

“THE LATEST EVOLUTION IN AD SERVING”

By improving the technology, intelligence and process used to serve ads, revenue (measured in per page CPM) rises dramatically:



Hard Coded Ad Code

This means that the ad code on your website is embedded in the source code and only looks for an ad in one location when a page is executed. If it doesn't find an ad, you end up with a blank space and a lost impression. If your website uses hard coded ad codes you may be failing to monetize up to 65% of your page impressions.

BrightServe™ avoids hard coding of ad codes with the idea of dynamically shifting impressions between ad networks and ad buys to display the highest paying and best performing, content appropriate ads at all times.

Daisy Chained Ad Codes

You may be set up to operate across several ad networks via a daisy chain of ad codes: If no ad is available for the first ad code, that network sends the impression request to another network by default, and so on until a valid ad code is found. While the chain of networks reduces the number of lost impressions, the chain is static in nature and does not optimize itself based on real-time data. The result is still lost impressions, lost revenue and slower page loads.

BrightServe™ dynamically provides high yield ad codes in common ad sizes to increase performance and eliminate any hard coding of ad codes to a specific ad network or ad buy. This allows your website to change ad networks and ad flow on-the-fly. Most impressions are filled as first impressions without any need for daisy chaining through defaults or redirects.

Traditional Ad Servers

Traditional ad serving works like this: A user's PC, the weakest performing link in the process, goes through several layers of indirection to pull JavaScript, run that code, then pull and run additional JavaScript working toward loading a final ad image or rich media creative. This indirection creates a traffic jam of delays.

Page rendering completion takes longer, resulting in high impression loss and a suboptimal user experience. Users don't wait for ads to load before making their next move, so you lose revenue.

BrightServe™ SSAS

BrightServe's™ primary technology solution is Server Side Ad Serving (SSAS), which moves ad serving up to the very beginning of the page rendering process. Instead of the execution of multiple ad code instructions being executed in JavaScript by the user's PC, ad codes are retrieved and when possible even executed by the web server. In the case of simple ads, the creative can be embedded in the first piece of html that ever reaches the user's PC.

BrightServe™ SSAS normally is completed in milliseconds instead of seconds, dramatically increasing page load speed, user experience, ad fill rate, and most importantly -- per page revenue.

LET US RAISE YOUR REVENUE WHILE YOU GROW YOUR BUSINESS

Get your time back: Your time is valuable and shouldn't be taken up by reviewing and managing multiple ads networks, ad buys, ad codes, or an ad server – our services should dramatically cut publisher operating costs while steadily increasing ad revenues.

Get a “free” sales force: Our sales staff can also help push revenues higher by leveraging your website's potential into sponsorships, display advertising and email marketing campaigns based on your business desires and goals. We also constantly work toward higher tiered relationships and the best possible array of ad buys with each ad network.

Utilize your resources on what you know best: In realizing the full potential of your website's ad revenue and providing first class management, BrightServe™ gives you the freedom to focus on growing your business. And with that increase in revenue, you should have a lot more resources available to grow your business. So do what you do best: The benefits of BrightServe™ allow you to focus on other, more important, aspects of your business.

OTHER BRIGHTSERVE™ “GAME-CHANGERS”

End-to-End Perspective

To optimize ad revenue, publishers generally allocate their impressions according to their networks' eCPMs. Unfortunately, these figures are only the half of the picture. Fill rates and network eCPMs are based on impressions the network received, but what about the impressions that never made it there in the first place?

In reality, some major networks lose between 30%-35% of impressions sent to them on a good day and up to 65%-70% on a bad day. Wouldn't it be useful to make decisions based on how many impressions you *sent*, instead of compared to how many they received?

At BrightServe™, we call this end-to-end accounting. We're constantly working to minimize end-to-end loss and generate across-the-board optimization, the only kind that takes the complete picture into account and enables real revenue optimization.

In our publishers' experience, server side ad serving speed has meant not only increased revenue, but also faster page rendering which has reduced impression loss by up to 65%.

Collective Intelligence

BrightServe™ has a significant advantage over management by individual publishers as we can pool the knowledge gained from our collective understanding of ad networks, ad buys and ad flow and share this information across all member websites. Collective intelligence gives you, the publisher, a competitive edge that is unavailable when you go it alone.

Shared Services

Another major advantage of choosing BrightServe™ as your ad management solution is our shared services model. The cost of labor involved in understanding network consoles and making campaign decisions is the same for 1 publisher as it is for 100 publishers. Fortunately for BrightServe™ publishers, those costs are spread over everyone, saving time and money.

For example, one difficulty many publishers face in choosing to display ads is the chance that, despite their best efforts, a distasteful ad will show up and offend visitors. While many ad servers offer campaign selection tools and ad blockers, software cannot replace human judgment when it comes to determining that an ad may be too suggestive. We keep staff

watching *all* of our networks' campaigns, so that if an undesirable ad shows up on one site and must be blocked, that knowledge benefits all publishers at a fraction of the operating cost.

Full Transparency

Although BrightServe™ is a managed services offering, we believe in keeping our partners informed about what we are doing and how we are doing it. To that end, publishers have access to a read-only console that shows hourly and daily impression tracking and reporting of the ad flow to the publisher's ad networks.

Data is grouped by ad network, ad size/format and by container. Containers are ad-hoc named, dynamic groupings of pages that the best performing ads buys go to on the member's website. The member's console also shows the allocations of pages in each defined container.

Net ad revenue ranges between \$2.50 and \$20 eCPM for display advertising based on website targeting capability and advertiser demand. BrightServe™ originated sponsorship and email marketing campaign rates are determined on a case-by-case basis with each publishing member, but we're up front in providing 60% revenue pass through to each member – the highest available in the industry.

WHAT ARE THE NEXT STEPS TOWARD TRANSFORMING YOUR BUSINESS?

Free Review/Audit

We would welcome an opportunity to review your current revenue performance and provide our recommendations.

In many cases even if all of a publisher’s campaign choices and present optimizations remained the same just having more ads served faster via BrightServe’s™ SSAS virtually guarantees a considerable increase in revenue.

So get a free audit of your monthly ad revenue and see the difference BrightServe™ would make to your bottom line.

Contract

If you decide to become a member of BrightServe’s™ publisher network, management fees are a percentage of earned monthly revenue, quickly reaching a ceiling of 10% of monthly revenue for most clients.

Since our clients typically experience a tripling of revenue, the management fee pays for itself.

<i>Prior Ad Revenue:</i>	<i>\$10,000</i>
<i>Ad Revenue w/ BrightServe™:</i>	<i>\$30,000</i>
<i>BrightServe™ Management Fee:</i>	<i><\$3,000></i>
<i>Your Net Gain:</i>	<i>\$17,000</i>

Contact:

BrightServe™
19468 SW 80th Ct
Miami, FL 33157
305.909.9586

www.brightsrv.com

info@BrightSrv.com