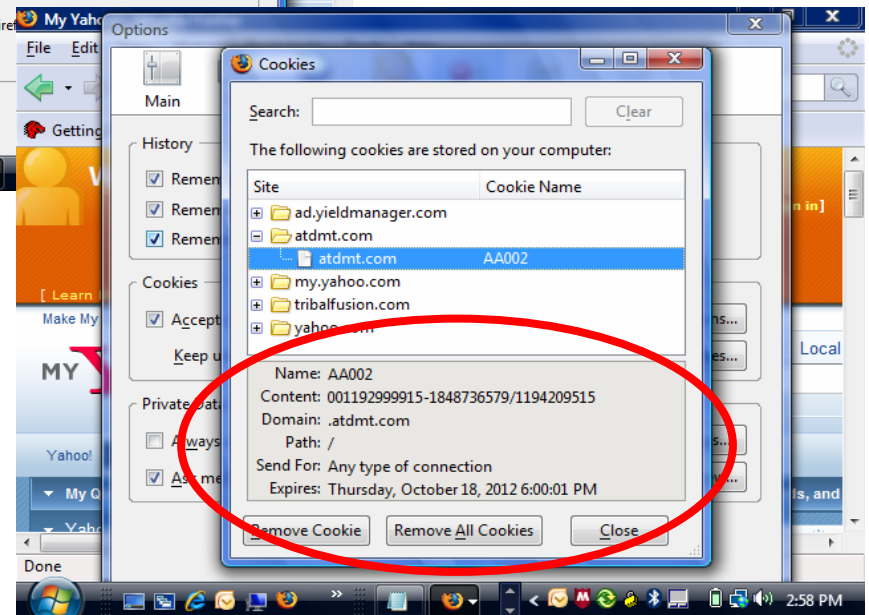
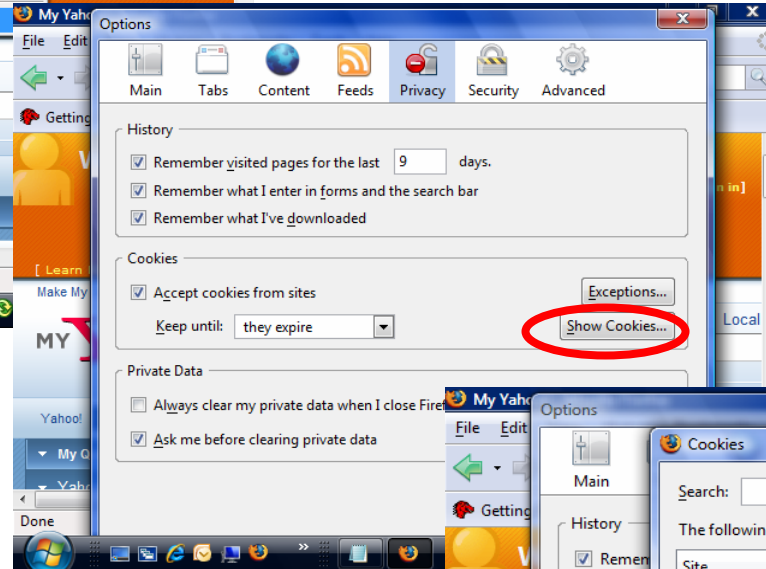
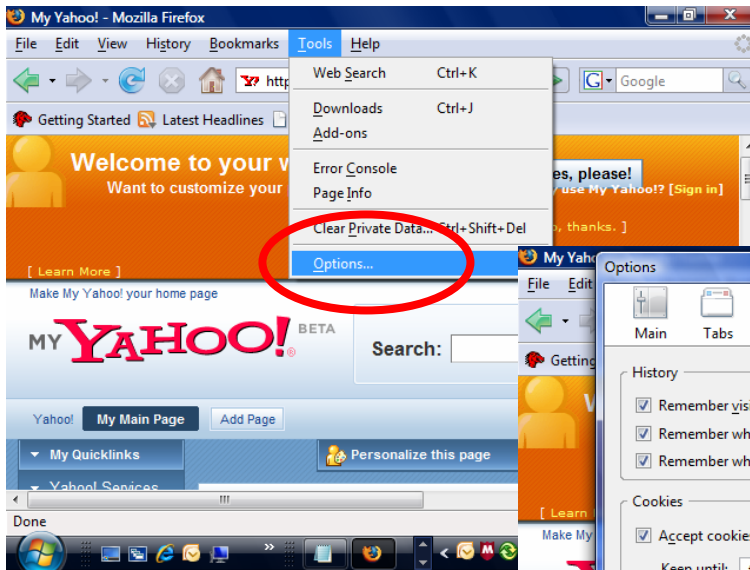


The Rise and Fall of the 3rd Party

A Description of the Pervasive
Ad Serving Data Model and
Consumer-Centric Alternatives

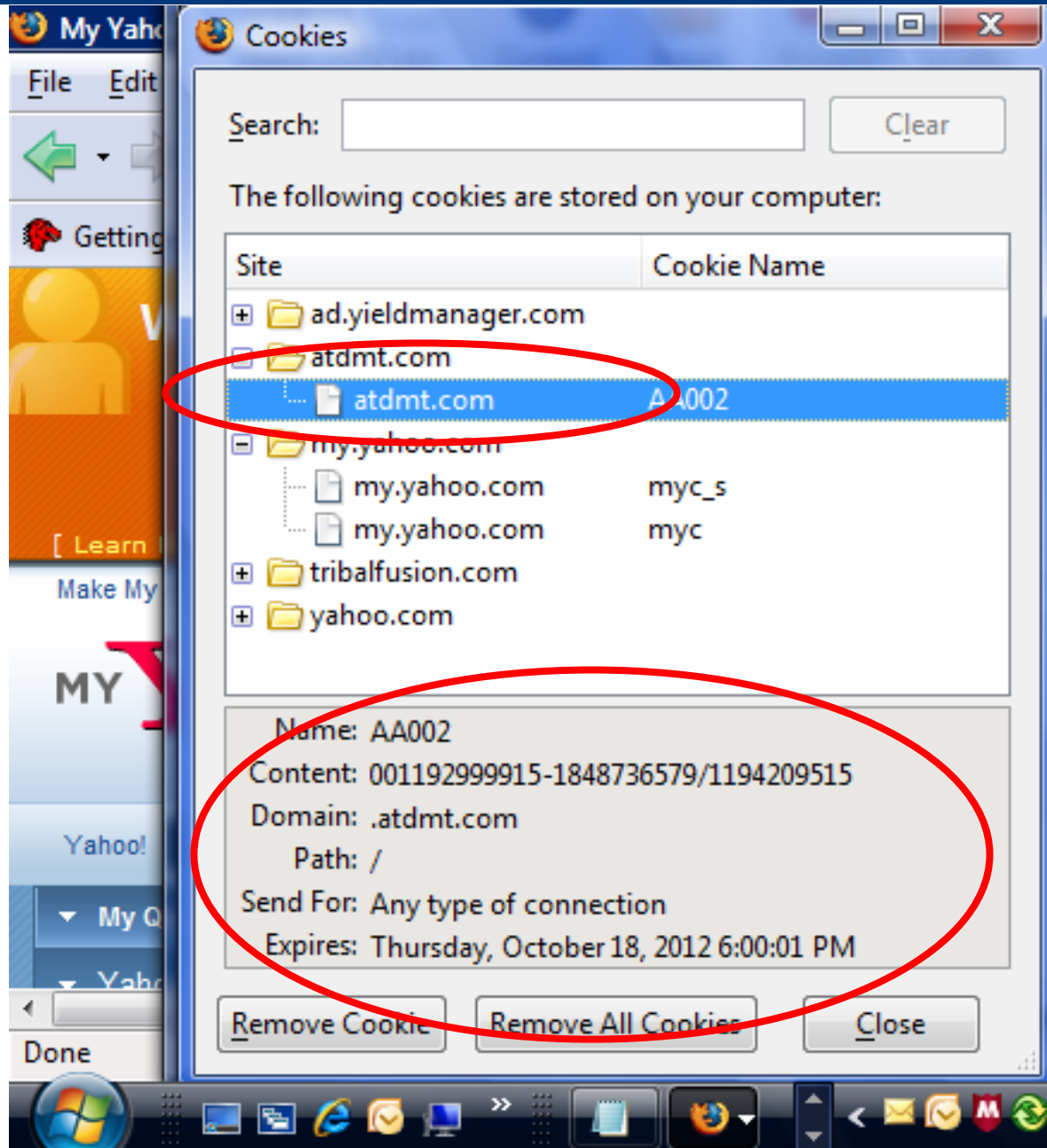
Scott Nelson
Co-Founder and Chief Operating Officer
TruEffect, Inc.

How to View Cookies



Firefox Browser

- Tools
- Options
- Privacy
- Show Cookies



Fully Qualified
Host Domain -
atdmt.com

Domain Name System

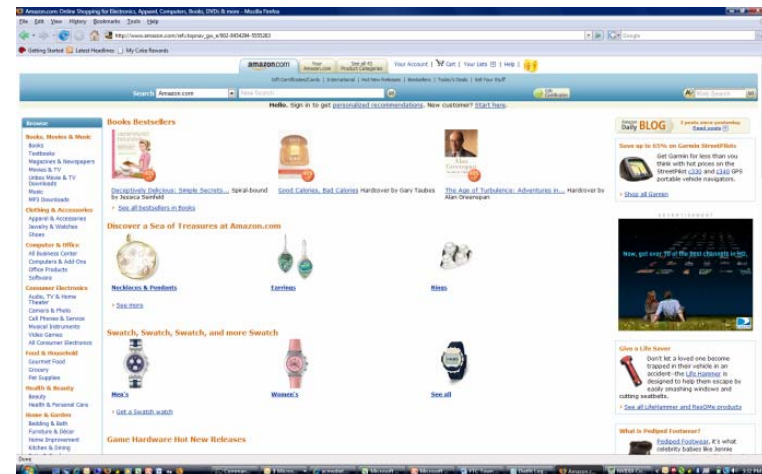
Traditional
3rd Party Model

- Proprietary domain
- Proprietary cookies
- Proprietary data asset

Sample Ad Serving Transaction Path

Logs generated for each event:

1. Impression of Amazon Banner
2. Impression of Amazon Banner
3. Impression of Amazon Banner
4. Impression of Amazon Banner
5. Impression of Amazon Banner
6. Click
7. Landing on Home Page
8. Product Information Page A
9. Product Information Page B
10. Product Order Page 1
11. Product Order Page 2
12. Product Order Page 3
13. Order Confirmation Page



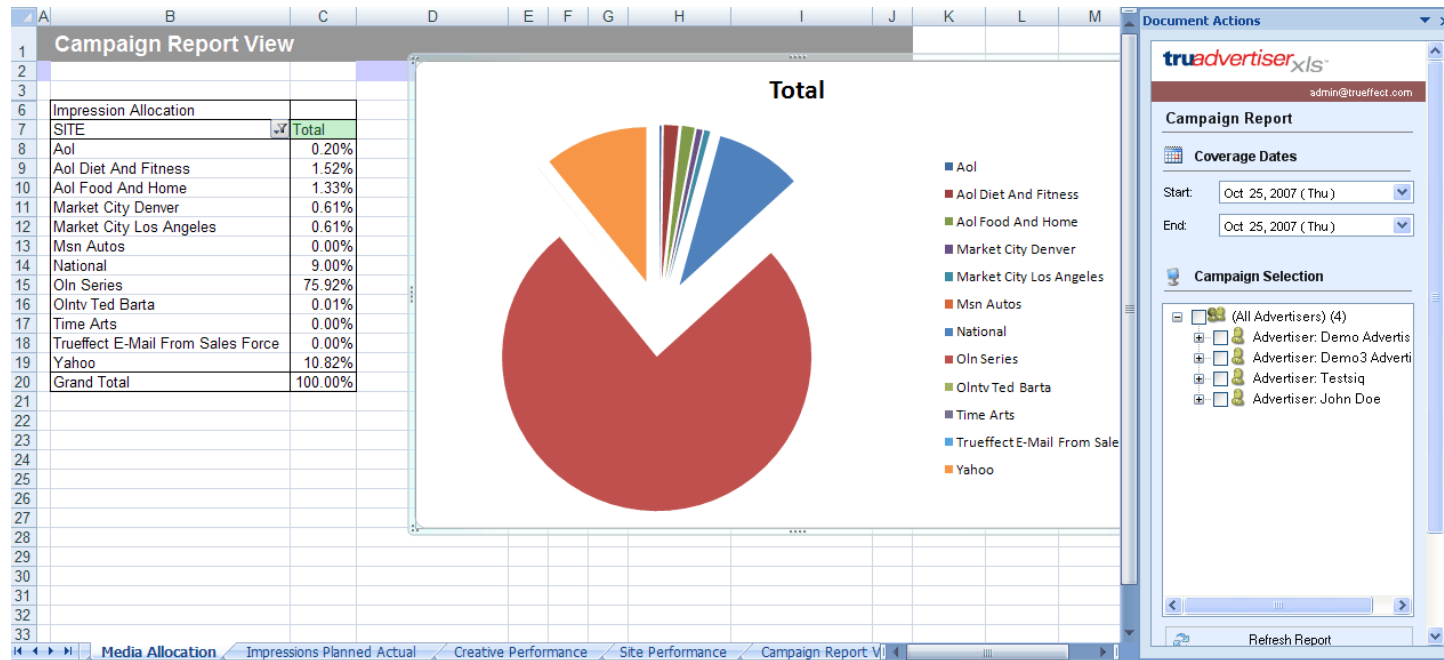
```

1-13240456 N C 65.164.54.206 -
http://www.acmediet.com/join.cfm?src=DIET 0.002448 232 2007-08-18-15-
42-54 302 1001655_1001012_1x1_1001008_1000968
http://www.google.com/search?hl=en&ie=UTF-8&oe=UTF-8&q=jane+brody+diet
Mozilla/4.0 (compatible; MSIE 5.5; Windows NT 5.0) - 1001115
&random=CACHEBUSTER R
1001115:http://media.trueeffect.com/ta/71/155/universal-
1x1.gif#ta/1001655/tmp1002086-1x1.gif ml :- - 1 - 1002086 -
1001655 - -:~::~rN -:n::~- -:~::~- -:~::~- -:~::~- n:n

```

Data embedded in a log file includes

- IP address
- Browser type
- Time and Data stamp
- Encoded representation of banner asset
- Cookie name
- Cookie data



Aggregate Reports

- Impressions
- Clicks
- Conversions
- Banner performance
- Media performance

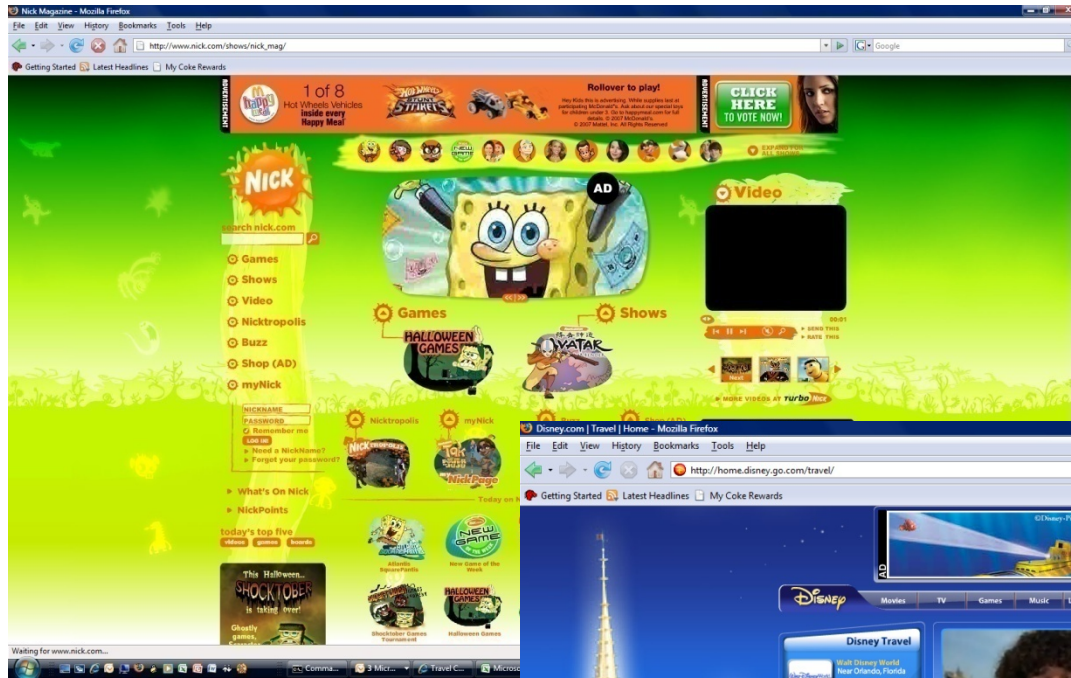
Cookie-based Reports

- Predictive models
- Segmentation
- “fingerprinting”

Attribute:
Household with children

Traditional 3rd
Party Model:



Re-sell
targeting using
scored cookies



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PRODUCT COMPARISON

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Anti-Spyware

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Firewall

Anti-hacker protection that hides your blocks

Improves Performance

Cleans clutter to keep your PC running

Backs Up and Restores

Protects your precious digital files (mu by automatically copying

Identity Theft Protection

Guards you from phishing attempts ar

Prevents Spam & Email Scams

Shields you from junk email and confi

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- Troubleshooting and FAQs

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- Webroot Desktop Firewall

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your networked
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Success of anti-spyware and anti-adware software has depleted value of anonymous cookie profiling databases.

Enterprise Caliber 3rd Party Ad Serving is:

- Complex
- Expensive

Advertisers are shackled with fur-lined handcuffs to the existing 3rd party model.

Removing 3rd party data model opens the door to a wealth of possibilities.



Ford.com

directserve™



Target.com

- Advertiser's domain
- Advertiser's privacy policy
- Effectiveness of 3rd party model
- No 3rd party derivative works

L.L.Bean

LLBean.com

safeserve™

- No Cookies Written
- No Cookies Read
- No Cookies Logged
- No Profiles Available





- New digitally addressable media
- Browser cookie facility not always present
- Transfer consumer privacy expectations