

How to Tap into the \$20 Billion Online Advertising Market

Front Porch Brings New Revenue Stream to Leading Internet Providers!

Executive Summary:

A leading broadband provider in Asia, with over 25 million subscribers, operates a popular content portal. Using Front Porch's patented messaging and online advertising solution, the Internet provider delivered a customized version of their portal to Internet subscribers based on users' anonymous surfing interests. Click-thru rates on the customized portal increased 15 times over the benchmark and resulted in a 7-figure advertising deal for the broadband provider.

Situation:

The Tier 1 Asian Telco wanted to drive more traffic to their popular portal and increase online advertising revenue. Their corporate goal of generating revenue in the current quarter required Front Porch to install patented technology and get ad operations up and running in less than two months, with no negative impact to the network or subscribers' surfing experience.



Front Porch delivered a customized portal with targeted ads

Concerns:

New technology deployment objectives included:

- Launch and generate revenue in the current quarter
- Protect the network against any negative impact
- Avoid customer complaints

Front Porch's Unique Solution:

Front Porch helps Internet Providers deliver the right advertisement or message directly to the browser of the right subscriber. The ad or message is delivered whenever and wherever users are online, regardless of the website visited and without any client side software or plugin.

Using Front Porch's technology, our partner increased traffic to their content portal by delivering a customized version of the website to individual online users. They generated substantial new revenue by combining Front Porch's unique targeting solution and with text ads from a major advertising network.

With only two months to accomplish their goal of bringing in revenue by the end of the quarter; Front Porch worked quickly to custom build, configure, test, ship, and setup ad operations. Since the Front Porch solution deploys passively out-of-line of Internet traffic, the Internet provider experienced a fast and easy ramp up. For example, the complete installation of an 80G network segment with over 500,000 broadband subscribers took less than three hours, with no negative impact to the network or subscribers.

Front Porch's Unique Solution (cont.):

Front Porch enabled micro-targeting of customized content and advertising based on subscribers' anonymous online interests. PoP-level geographic targeting with impression caps increased relevance and prevented viewer fatigue.

Additional targeting capabilities include:

- Geographic location
- Demographics
- Surfing activity and sites visited
- Groups:
 - Individuals
 - All Users
 - Interest categories

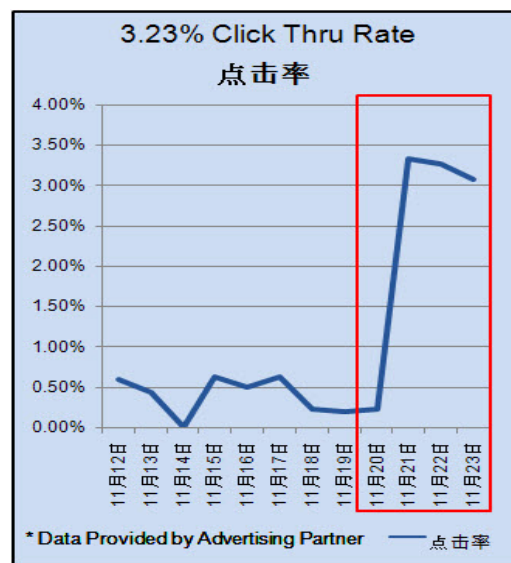
Results:

Using Front Porch's unique advertising solutions, the Internet Provider delivered a customized version of their content portal to each subscriber once per Internet session, dramatically increasing the click-thru rates that advertisers experienced.

As a result, the advertising network's click-thru rate increased to 3.23% from .21% or 15 times greater than what they had previously experienced leading to a 7-figure deal for the Internet Provider.

The major Tier 1 Telco realized a number of benefits:

- Increased traffic to their content portal
- Improved advertising relevance
- Higher revenue
- No risk to the network
- No negative impact to the subscriber



15x Increase in Click-thru Rates

Why Choose Front Porch?

Founded in 1998 with over 4,000 installations in more than 40 countries, Front Porch is the worldwide leader in advertising and messaging solutions for Internet providers. Front Porch develops solutions to help Internet providers increase revenue, reduce costs, and increase subscribers' satisfaction.

Front Porch Strengths Include:

- Stability – A 10-year track record of innovation and profitable since 2002.
- Reliable Technology – Now deploying our 5th generation technology, our “passive” out-of-line deployment method has no negative impact to the network or subscriber.
- Scalability – Fast and easy to install and operate, a single PorchLight™ handles a 10G network and our technology scales to handle the world's largest networks.
- User Notification – Using our in-browser messaging technology, Internet providers can deliver any type of notification directly to subscribers' browsers at any time, regardless of website visited.
- Superior User Opt-In/Opt-Out – Our in-browser messaging technology allows users to choose to opt-in or opt-out of any Front Porch service.

Contact:

Find out how you can tap into the \$20 billion online advertising market. Contact us at Asia@frontporch.com