



Local online video marketing made easy and affordable.

Jivox is an online video marketing service that allows businesses like yours to create and place online video ads across premium local web sites. Thousands of local businesses take advantage of Jivox's online video marketing service to generate new business, acquire or retail new customers, increase brand identity and awareness, promote seasonal offers or even introduce new products or services to their targeted local service areas.

All you need for an impactful local online marketing campaign is in one place.

Jivox provides you with all the tools and interactivity features you need to create high-impact online video marketing campaigns. Tools to help you create video ads with powerful engagement options such as adding promotional coupons for download, providing on-the-spot communication features enabling viewers to contact you through SMS, email or even call you on the spot.

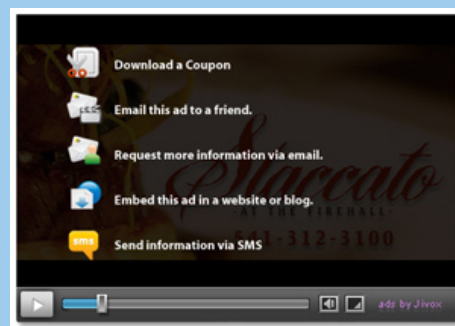
Jivox then helps you place your online video ads to premium, local content sites such as branded local television, newspaper, radio and weather related sites as well as some national brand sites and portals – the online destinations where your prospective clients go to - in the most cost-effective manner. Here are some sample sites from the Jivox Publisher Network:



Engage with your customers through rich interactivity features.

Jivox takes online video marketing to the next level with interactivity features giving end-users the capability to engage with your video ad in different ways:

- Share via email - Let your video ad to be emailed to friends. Great for viral marketing!
- Ask via email - Send emails to customers about your products or services.
- Contact via SMS - Let your customers request more info about your business via SMS!
- Place your video ad on a website or blog - Give mobility to your video ads with embed tags.



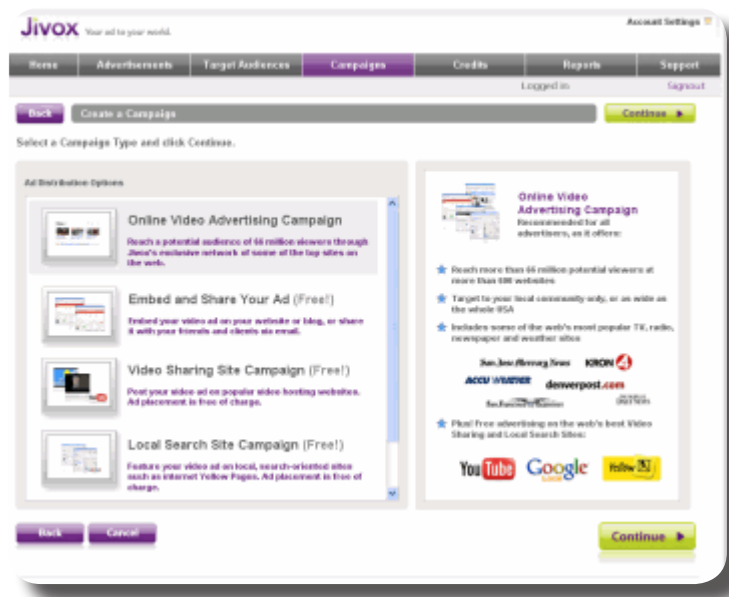
Jivox's new interactivity features give your prospects more ways to engage your video ad.

Potential of your marketing budget is extended to its maximum with Jivox.

Online Video Marketing campaigns created with Jivox comes with additional, free distribution of your video ads on other local online destinations. Once you activate your local online video marketing campaign with Jivox, you can place your video ads on:

- Your website or any other website easily with video embed tags
- Popular video sharing sites such as YouTube.com
- Local business directories such as Google Local

This way your video ad can be seen by more viewers in your local target areas for free and help you with viral marketing.



You are in control with Jivox's self-service, easy-to-use online video marketing service.

Create your video ads using Jivox's rich library of relevant royalty-free images, video clips and music, add a message, choose your target audience, and decide how much you want to spend – even add a logo or a coupon. Then, with a simple click of the mouse, your ad goes live to thousands of potential customers on the Internet's top local content sites to attract new customers. Sound expensive? Not with Jivox.

With Jivox you can even turn your existing videos and images into online video ads! No ad agencies or big budgets required, as you create the video ad yourself for free and pay only when your ad is viewed.



With Jivox, you're only three easy steps away from reaching your local customers online with a video marketing campaign that persuades and informs.

Step 1: Create your online video ads for free

Using Jivox's self-service ad portal, you can design an ad using our extensive library of royalty-free images, video clips and music or simply upload your own custom media (such as a photo of your storefront, product shot, logo, or even a video) – free-of-charge. Use Jivox to overlay a message, business info, logo or a special offer.

Step 2: Select your target audience

With Jivox, you can target specific geographies, as granular as cities or you can simply target select DMAs, states or run national video marketing campaigns. Then, through a series of sophisticated algorithms, Jivox selects the local and relevant web sites on which to place your ads - sites that maximize your investment by delivering to the audience that you desire in the most cost-effective manner.

Step 3: Determine your media budget, schedule and place your video ads

Based on your targets, your video ads would start running on as many as over 800 premium - branded local television, newspaper, radio and weather related sites as well as some national brand sites and portals. Since you are in control with Jivox, you can set your campaign budget and run your video ads on a monthly basis (subscription model) or specify a custom budget and schedule. Have a limited budget? No problem. With Jivox you can buy smaller media rather than large blocks usually required for video ads. You can start for as little as \$250.

Leverage your existing media assets.

Already have a television commercial or a video ad? Have your store-front or product images in hand? No problem. Just upload it to the Jivox platform and customize it further and run your ad on Jivox Publisher Network. Don't have the time or resources to design an ad? Let our design partners do the work for you at affordable prices.

Here's a list of acceptable file specs:

For Audio: mp3, wma, wav, aac, m4a. The file size shouldn't be larger than 250kb and no more than 30 seconds in length. The recommended bitrate is 64 Kbps.

For Videos: mov, wmv, mp4, flv, avi and h.264. The file size shouldn't be larger than 10MB and no longer than 30 seconds in length. The recommended bitrate is 512 Kbps.

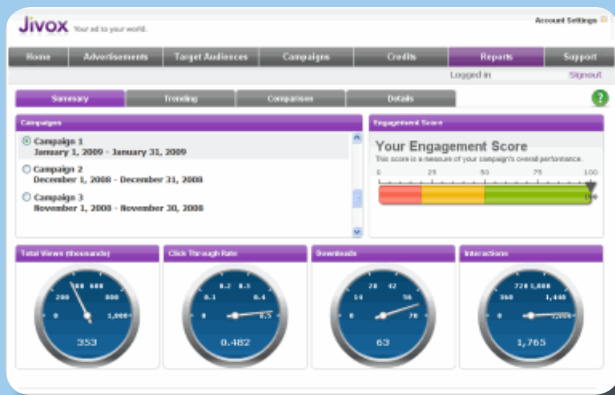
For Images: jpg, bmp, gif or png. The file size should be under 400kb and resolution should be 640x480 to ensure clarity.



Informative dashboards and reports.

Online video marketing with Jivox offers brand exposure, interaction, measurable engagement and conversion. New Jivox reports and dashboards provide you with an easy-to-understand and detailed view of ad performance across multiple channels of distribution in real-time so you can determine the best course of action to improve upon your campaign ROI. These metrics include:

- Performance Summary – Video Ad Views, clicks, coupon downloads, interactions and engagement score
- Performance Comparison – Compares results of multiple video marketing campaigns
- Trends – Performance of your video marketing campaigns over time



The new reports and dashboards give you instant visibility into your ad campaign performance.

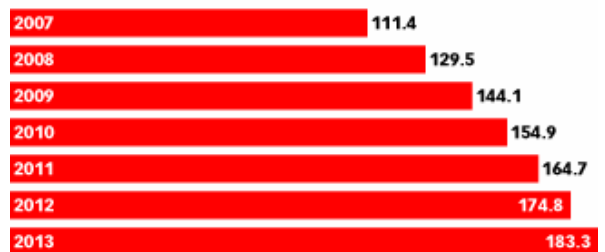


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The adoption of online video is growing every day.

Local online video advertising is an effective way for any business who wants to utilize the power of internet marketing and online video. With major Internet marketing analyst firms like eMarketer and Forrester projecting tremendous growth in online video advertising, it's no wonder businesses both small and large are looking at video ads as the next wave of online marketing. eMarketer projects that the US online video audience will grow to 190 million people by 2012—that will be 88% of the Internet user population.

US Online Video Advertising Viewers, 2007-2013 (millions)



Note: online video advertising viewer defined as an individual who sees any form of video advertising (in-stream, in-banner, in-text) at least once a month
Source: eMarketer, August 2008

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www.eMarketer.com

To get started with your Online Video Advertising campaign, please visit www.Jivox.com.