

TaxBrain

Behavioral Targeting Case Study

Campaign Overview

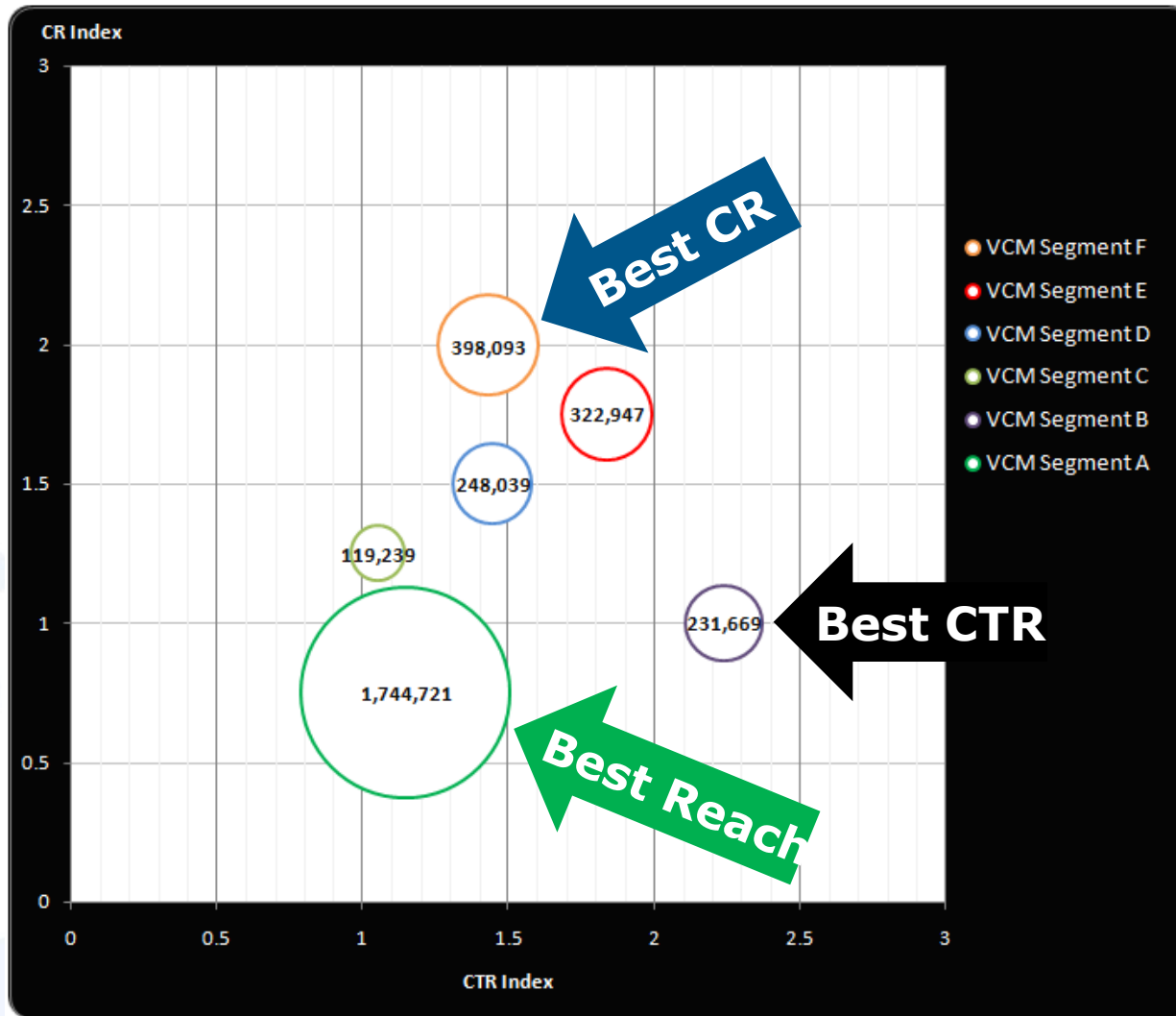
• Challenge

- Founded in 2000, TaxBrain.com is the third-largest and fastest growing consumer online tax service on the Internet
- TaxBrain wanted to reach consumers who file taxes online, increase market share and improve brand awareness of their products
- Target: 18+ and \$50K+ HHI and ZIP targeting in specific markets

• Solution

- VCM used Audience Maps to discover ideal behavioral segments
- ValueClick Media recommended three campaigns:
 - Geo-targeted run of network with site optimization for broad reach
 - Precision Retargeting™ to re-engage last year's customers and consumers who had previously visited the site
 - Precision Profiles™ segments to find in-market prospects
- The campaign began running January 2009

Audience MapsSM Recommendations



Visualizing response rates recommends targeting

Circle

= audience size

X-axis

= click-through rate

Y-axis

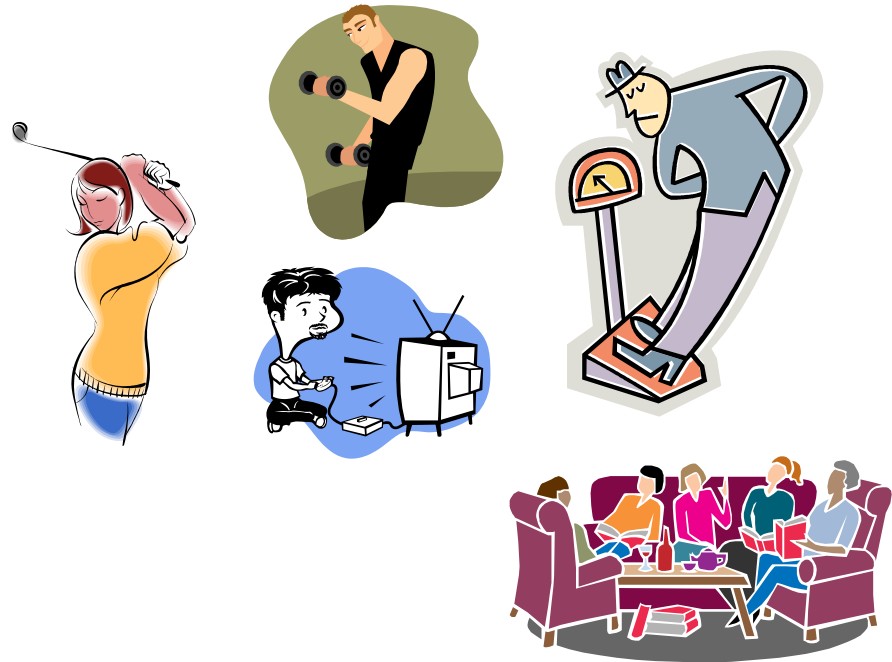
= conversion rate



Discovering Recommendations

- Beyond the expected segment of tax filers, ValueClick Media's Audience MapsSM identified non-intuitive behavioral segments for TaxBrain:

- Dieters
- Fitness buffs
- Golfers
- Online gamers
- Social network enthusiasts



Campaign Results

- **Flight (1/30/09 -2/9/09)**

- Precision Profiles™ Click-through rate (CTR) was 49% better than optimized Run of Network. Performance outside this window achieved 3.7x CTR vs. RON index.

Campaign Portion	CTR Index
Precision Profiles™	1.49
Precision Retargeting™	1.53
Run of Network Optimized	1.00

