



Exalead and Search123: Monetize Your Search

Generate new revenue for your web property by adding sponsored links from Search123 to the organic results delivered by your white label Exalead search engine.

The Exalead/Search123 partnership is a solution that lets you retain 100% control of your branding and your customers while generating a new, or enhanced, advertising revenue stream.

▶ Who is Search123?

Founded in 1999, Search123 is a provider of pay-per-click (PPC) advertising and search engine marketing (SEM) services. In 2003, the company was acquired by ValueClick, Inc., one of the world's largest integrated online marketing companies.

▶ How Does the Service Work?

Deployed seamlessly with Exalead's white label search engine, sponsored links from the Search123 ad network are dynamically pulled into your search results pages. The Search123 network aggregates sponsored links from Search123's own unique database with multiple feeds from other leading pay-per-click companies, such as Yahoo!, to maximize the quantity and quality of ads delivered to your site. Each time a visitor clicks on one of the sponsored links, your Search123 account is automatically credited. Payments are issued once a month. You can view your account balance anytime through Search123's online reporting system.

▶ Who Can Participate?

Any Exalead white label search customer can monetize their search service via Exalead's partnership with Search123. Note, however, that the Search123 system maintains high standards for participating advertisers and publishers. Search123 validates every query and every click processed by its systems.

▶ How Much Does It Cost?

The Search123 service is absolutely free for you. Participating advertisers pay you for sending qualified traffic their way.

▶ How Do I Get Started?

Simply let your Exalead sales representative know you are interested in monetizing your search using Search123. Not yet working with an Exalead sales representative? Contact sales@exalead.com

CUSTOMER BENEFITS

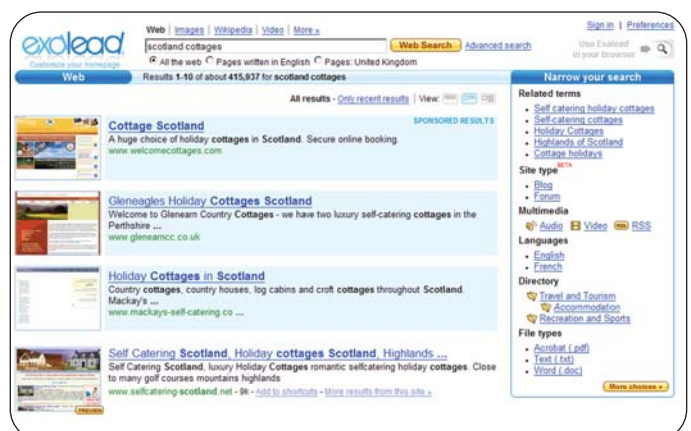
- ▶ Maximum revenue via precise ad targeting
- ▶ Zero cost, no administrative burden
- ▶ Favorable revenue sharing terms
- ▶ Increased user satisfaction
- ▶ Complete protection for your brand

AT-A-GLANCE



Features

- ▶ Seamless integration with Exalead's vertical and global white label search products
- ▶ Sponsored links served for Web, Wikipedia, image and video searches
- ▶ Precise ad targeting for more click-throughs
- ▶ A reservoir of millions of ads drawn from multiple leading PPC (pay per click) services
- ▶ Convenient online reporting
- ▶ Favorable revenue sharing terms
- ▶ Prompt monthly payments
- ▶ 100% customizable display
- ▶ Fast, hassle-free implementation - deployed simultaneously with your Exalead engine in days, not months!



Entice more click-throughs with Search123 ads enriched with thumbnail previews.