



Optimal.com

Digital Content Next Presentation

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About Us

Who is Optimal.com?

Optimal.com is headquartered in Boulder, Colorado and San Francisco, California. We're working to create alternative ways for publishers to monetize great content.

Our Suggestions to Fix Advertising

What consumers deserve from online advertising, publishers and advertisers

- 1** | **Canonical advertiser identity.** Bad actors change names and pop-up again. Collaborate industry-wide
- 2** | **No malware, popups or adware.** Create a three-strikes policy for providers who let anything through
- 3** | **Universal ad-server approval.** Too many firms allow any code on their site. Limit and enforce standards
- 4** | **Restrict retargeted ads.** Users get creeped out. No more than 3 pages of these ads, per action/product
- 5** | **Three ads per page.** Data shows that fewer is better. Enforce limits on ads per page/minute.
- 6** | **Full history of targeting data.** See what data is being used to target any ad. Let me delete/change
- 7** | **Advertiser blacklists for users.** Let me block specific advertisers from showing ads to me, easily.
- 8** | **Label ads properly.** “From Around the Web”? Enforce labeling for sponsorship/ads consistently
- 9** | **Devote 10% of ad space to feedback.** Have the ad gather my feedback, make visible to sites and users
- 10** | **Allow paid ad blocking.** Anyone should be able to pay a fair amount & not be hassled for blocking ads

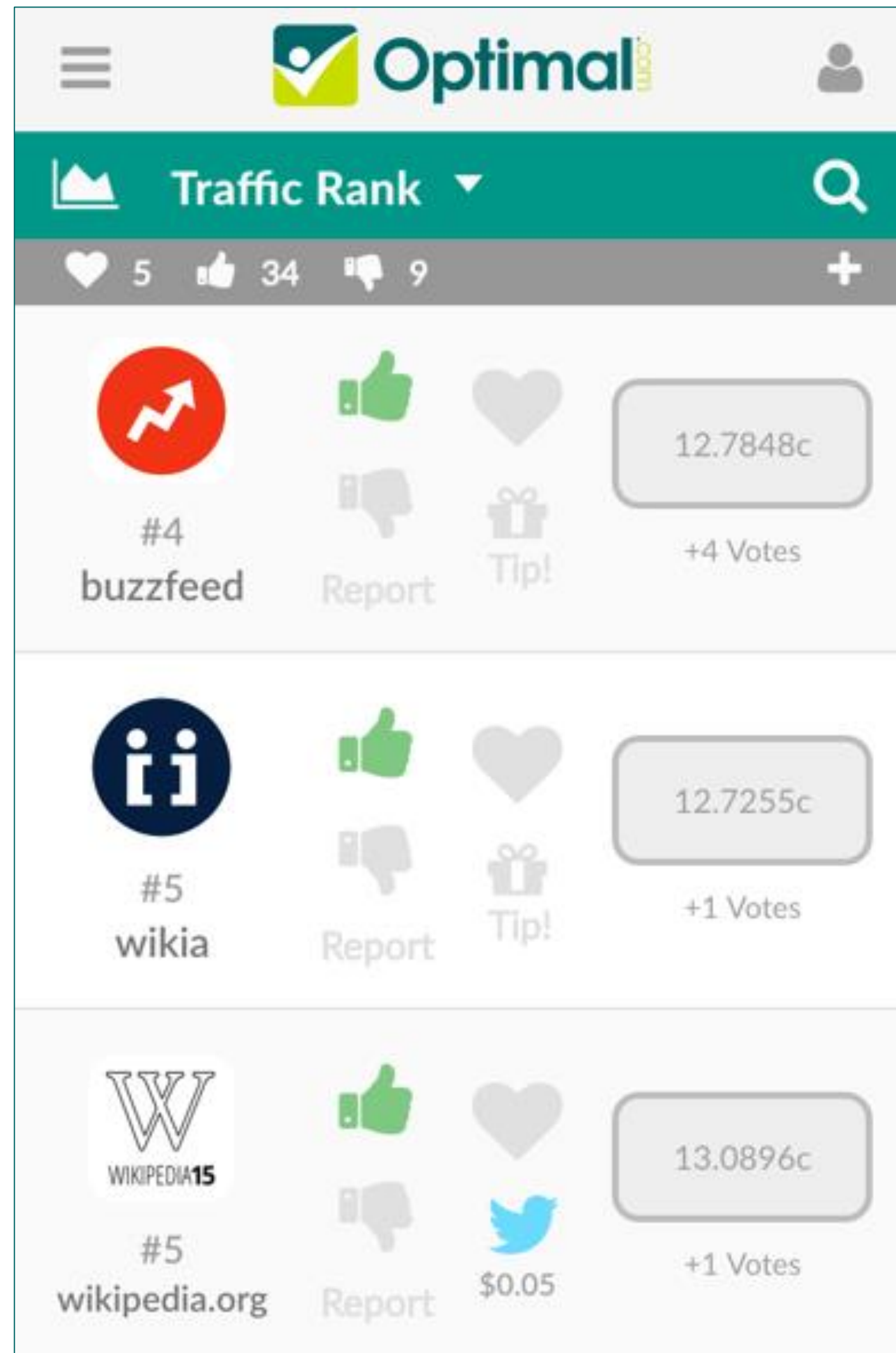
Optimal.com Powers New Monetization Models

Direct consumer subscriptions replace publisher ad revenue for users who block ads



Optimal.com Pays Publishers for Ad Blocking

70% of every subscription goes back to publishers, and users can also “tip” publishers



Upvote sites you like to increase their revenue, see if others agree

Favorite up to 5 sites for an immediate boost

Monthly **revenue** each site gets from you is transparent

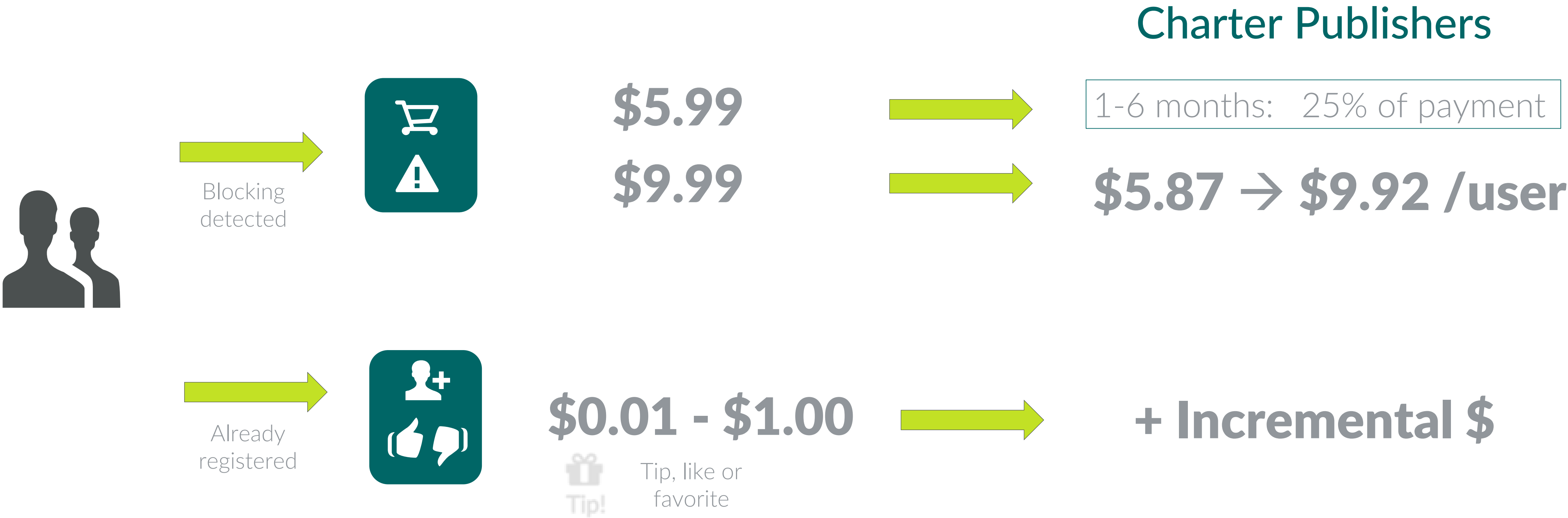
Report sites who are blocking your blocker or for other issues

Tip sites an extra \$0.01 to \$1.00 if they're doing a great job!



Publisher Beta Opportunity

We will work with 5 test publishers closely to test the model



Ad Block Data

Selected data points from our survey

Today, 11.7% of ad impressions are being blocked in the US. The biggest impediment to increased ad blocking adoption is simple awareness.

US Ad Blocking Rate at 11.7%

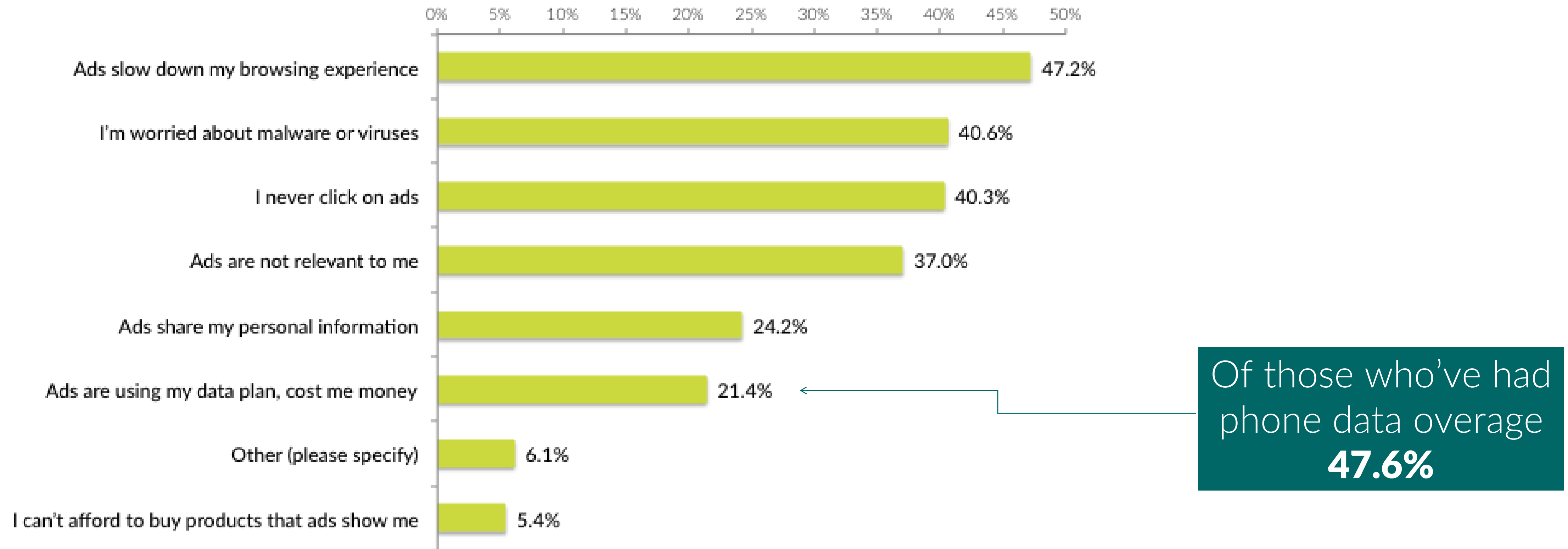
Based on Optimal.com proprietary publisher analytics (Dec 2015-Feb 2016)

Sample Size Rank	Country	Block Rate	Index vs. US
Global weighted average		14.0%	
1	United States	11.7%	100
2	United Kingdom	16.0%	136
3	Canada	15.1%	129
4	Australia	12.5%	107
5	India	13.0%	111
6	Germany	22.8%	195
7	France	20.3%	173
8	Netherlands	20.1%	172
9	New Zealand	14.5%	124
10	South Africa	9.9%	84
11	Spain	16.6%	142
12	Philippines	8.2%	70
13	Italy	14.9%	127
14	Sweden	21.4%	182
15	Brazil	12.9%	110
16	Singapore	8.8%	75
17	Belgium	16.9%	145
18	Malaysia	9.7%	83
19	Turkey	13.4%	114
20	Ireland	14.9%	127
21	Indonesia	12.1%	104
22	Mexico	12.9%	110
23	Switzerland	16.3%	139
24	Romania	21.4%	183
25	Portugal	19.2%	164

Sample Size Rank	Country	Block Rate	Index vs. US
Global weighted average		14.0%	
26	Denmark	21.3%	181
27	Japan	10.2%	87
28	Poland	31.2%	266
29	Thailand	10.7%	91
30	Norway	17.6%	150
31	Russia	21.8%	186
32	Finland	21.8%	186
33	Greece	26.3%	224
34	Hong Kong	10.4%	89
35	Israel	22.2%	189
36	United Arab Emirates	7.5%	64
37	South Korea	7.6%	65
38	Pakistan	12.7%	109
39	Argentina	19.3%	165
40	Austria	22.7%	194
41	Hungary	23.0%	196
42	Taiwan	11.9%	101
43	Czech Republic	23.5%	201
44	Iran	4.9%	42
45	China	14.1%	120
46	Croatia	17.0%	145
47	Slovenia	20.1%	172
48	Ukraine	28.0%	239
49	Bangladesh	9.8%	83
50	Bulgaria	20.8%	178

Speed, Malware & Irrelevance Top Issues

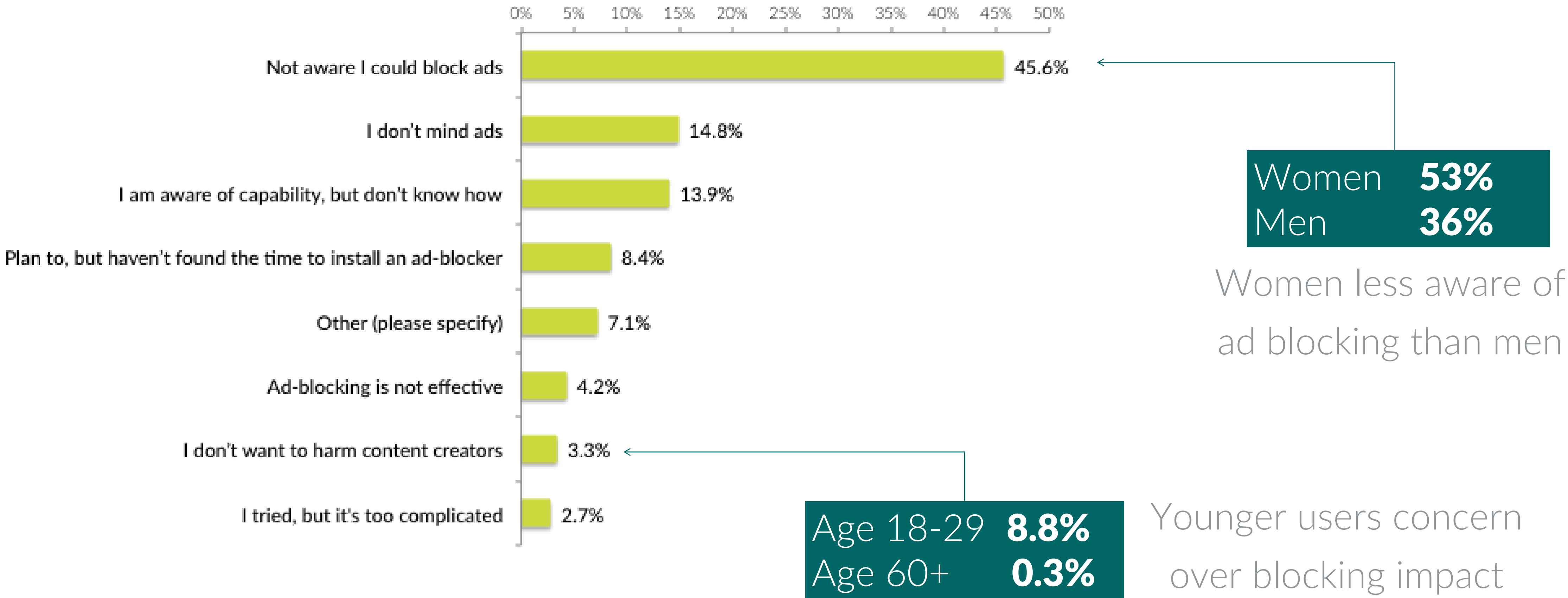
Privacy concerns and data costs are far smaller concerns for adblocking users today



Why did you decide to block ads? (select top three)

Lack of Awareness Should Scare Pubs

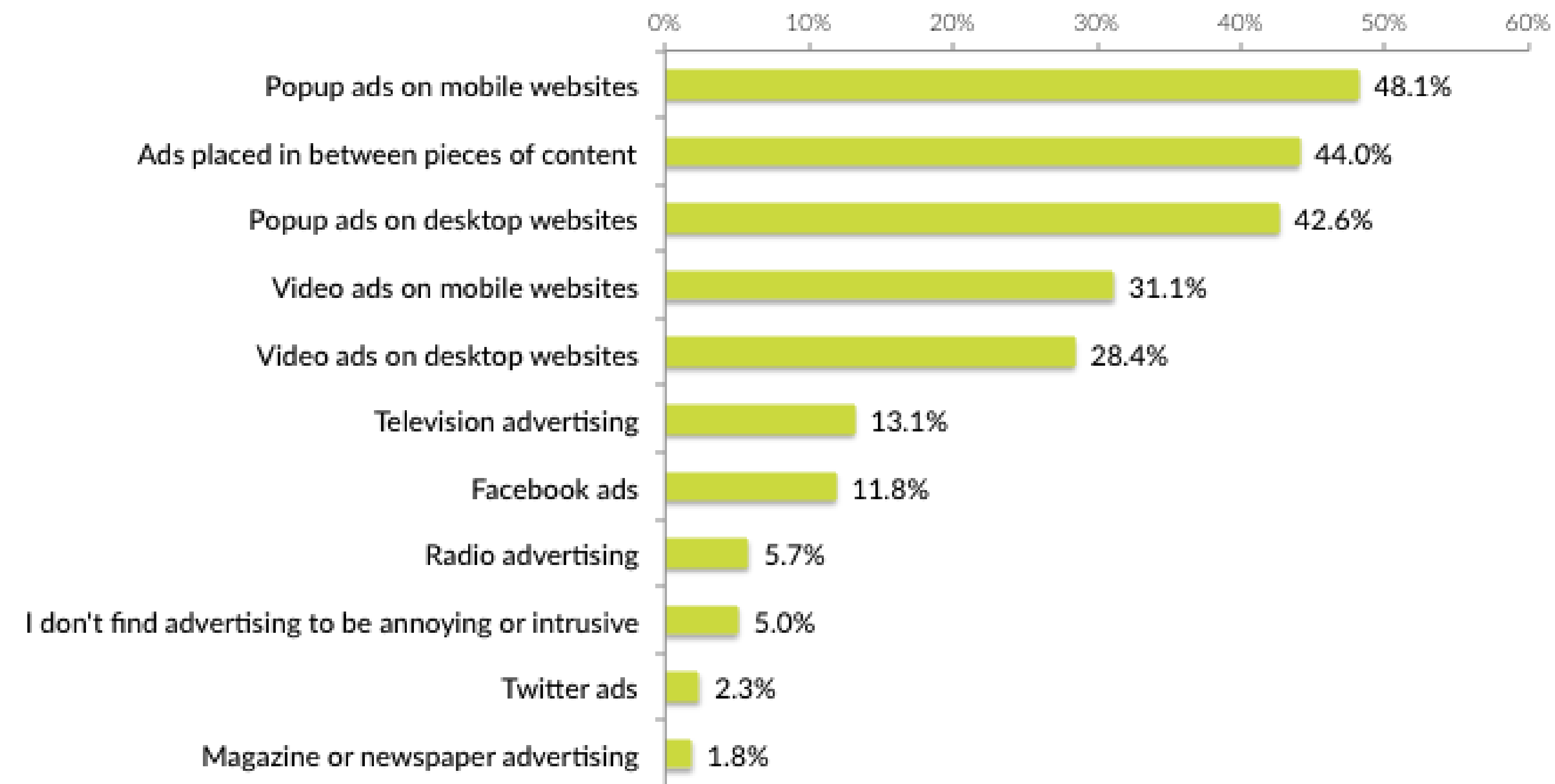
Almost half of non-blockers are not aware they can block ads, only 15% of people “don’t mind ads”



Why are you not currently blocking ads? (choose most important reason)

Mobile Ads More Annoying Than TV Ads

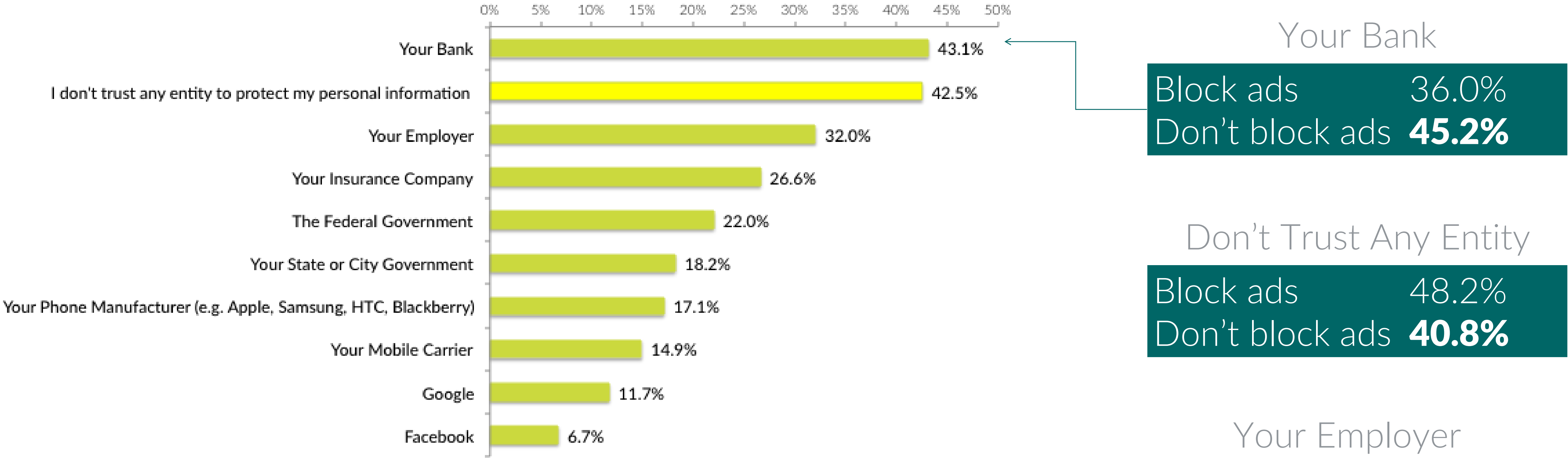
Mobile popup ads considered 3.7 times worse than TV ads, mobile video 2.4 times worse



Which advertising do you find to be the most annoying/intrusive? (pick up to three)

Low Trust in Google, Facebook, Carriers

However, 43% of people said they don't trust any entity to protect their personal information



Which entities would you trust to protect your personal information (check all that apply)

Sharing is Caring. (Sometimes)

Facebook and Google 3x more likely trusted by 18-29 years old vs. 60+ age group

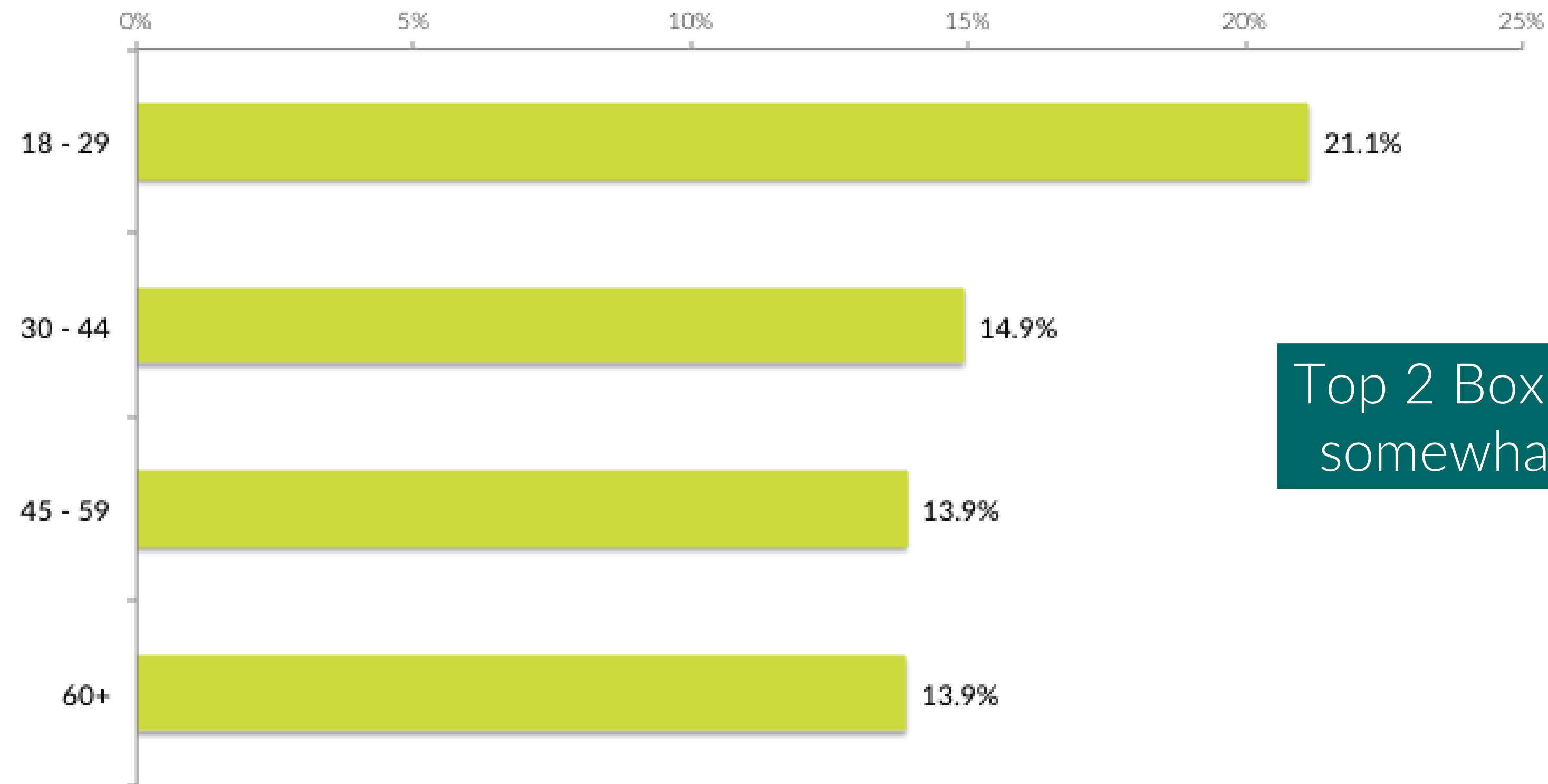
	18 - 29	30 - 44	45 - 59	60+
Facebook	15.4%	8.8%	6.3%	4.5%
Google	26.8%	15.2%	10.0%	9.3%
Your Mobile Carrier	26.5%	17.3%	19.5%	14.1%
Your Bank	71.6%	56.0%	44.7%	52.8%
Your Insurance Company	51.3%	34.9%	24.1%	29.0%
Your Phone Manufacturer (e.g. Apple, Samsung, HTC, Blackberry)	33.7%	18.9%	17.8%	19.7%
Your Employer	56.9%	42.4%	36.1%	30.7%
The Federal Government	42.5%	30.7%	18.6%	23.1%
Your State or City Government	37.9%	24.0%	16.0%	17.2%
I don't trust any entity to protect my personal information	37.3%	55.7%	63.9%	62.4%



Which entities would you trust to protect your personal information (check all that apply)

Potential for Carrier-Led Blocking?

A \$9.99 price point might be too high, but younger users more willing to consider



Top 2 Box (very or somewhat likely)

If your mobile carrier offered an add-on service to block all ads and any code that might anonymously share your identity or location on your phone for \$9.99/month, how likely would you be to sign up? [pick one]

Our Contact Info

How to get in touch

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