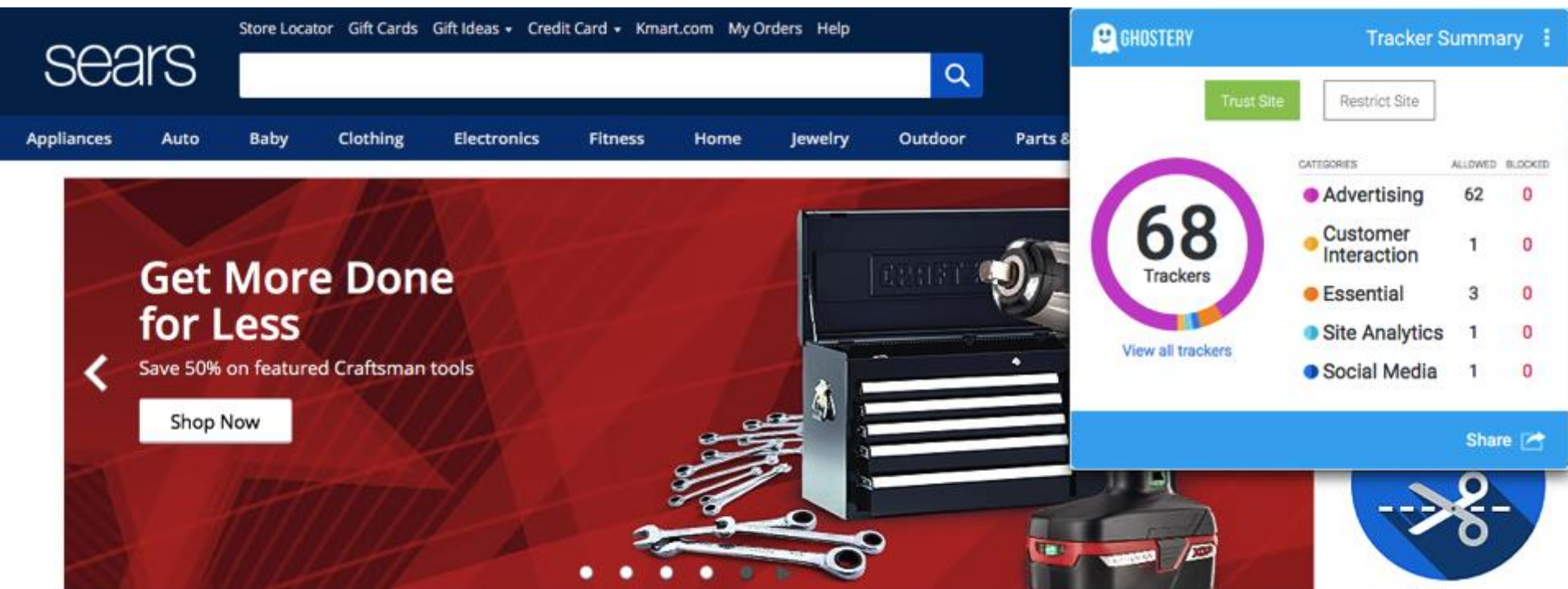




Meet The Blockers
Digital Content Next
May 16, 2016

Millions Of Consumers Rely On Ghostery To Control How They Are Tracked & Improve Their Digital Experience



The image shows a screenshot of the Sears website with a Ghostery browser extension overlay. The Sears website header includes navigation links like 'Store Locator', 'Gift Cards', 'Gift Ideas', 'Credit Card', 'Kmart.com', 'My Orders', and 'Help'. Below the header is a search bar and a category menu with options like 'Appliances', 'Auto', 'Baby', 'Clothing', 'Electronics', 'Fitness', 'Home', 'Jewelry', 'Outdoor', and 'Parts & Accessories'. The main content area features a red banner for 'Get More Done for Less' with a 'Shop Now' button and an image of Craftsman tools. The Ghostery overlay is positioned on the right side of the screen, displaying a 'Tracker Summary' for the Sears website. It shows a total of 68 trackers, categorized into Advertising (62), Customer Interaction (1), Essential (3), Site Analytics (1), and Social Media (1). The overlay also includes buttons for 'Trust Site' and 'Restrict Site', and a 'Share' button at the bottom right.

sears

Store Locator Gift Cards Gift Ideas Credit Card Kmart.com My Orders Help

Appliances Auto Baby Clothing Electronics Fitness Home Jewelry Outdoor Parts & Accessories

Get More Done for Less

Save 50% on featured Craftsman tools

Shop Now

GHOSTERY Tracker Summary

Trust Site Restrict Site

68 Trackers

View all trackers

CATEGORIES	ALLOWED	BLOCKED
Advertising	62	0
Customer Interaction	1	0
Essential	3	0
Site Analytics	1	0
Social Media	1	0

Share

Ad-Light Has Improved The User Experience

DAILY NEWS | NEW YORK | NEWS | POLITICS | SPORTS | **ENTERTAINMENT** | OPINION | LIVING | AUTOS | 

CONFIDENTIAL | **GOSSIP** | TV | MOVIES | MUSIC | THEATER & ARTS | COMICS | GAMES | ENTERTAINMENT PICS | BLOGS

AN ABC ORIGINAL MOVIE EVENT

MADOFF

STARTING WEDNESDAY
FEB 3 8|7c 

Bethenny Frankel takes heat on Twitter after complaining about Kmart cashiers who 'speak no English whatsoever'

BY MEERA JAGANNATHAN / NEW YORK DAILY NEWS / Saturday, January 23, 2016, 12:21 PM

 Share 413  Tweet 

SHARE THIS URL
nydn.us/1ZJm1xU  COPY

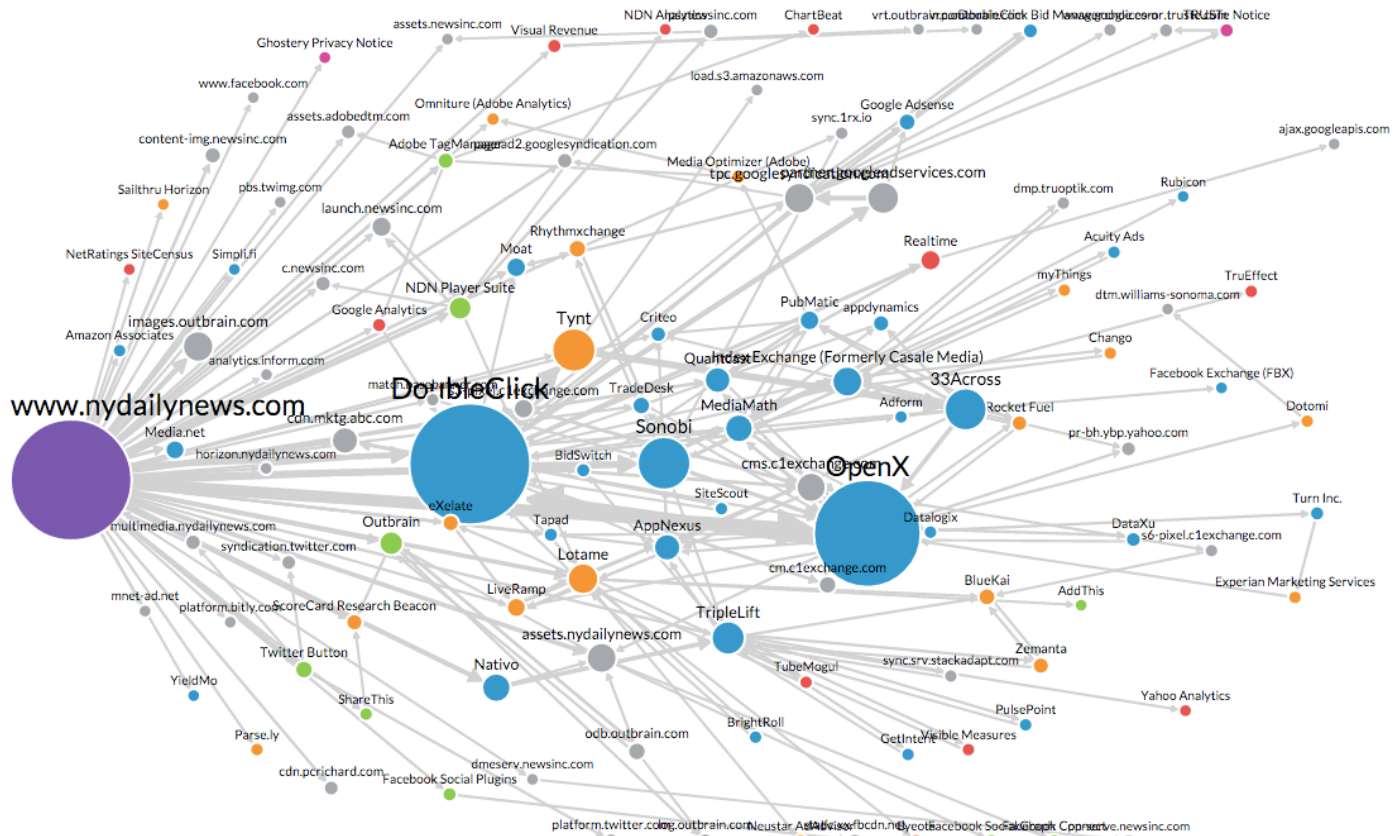
Spanish-speaking Kmart cashiers should either learn English or beat it, "Real Housewives of New York City" star Bethenny Frankel said.



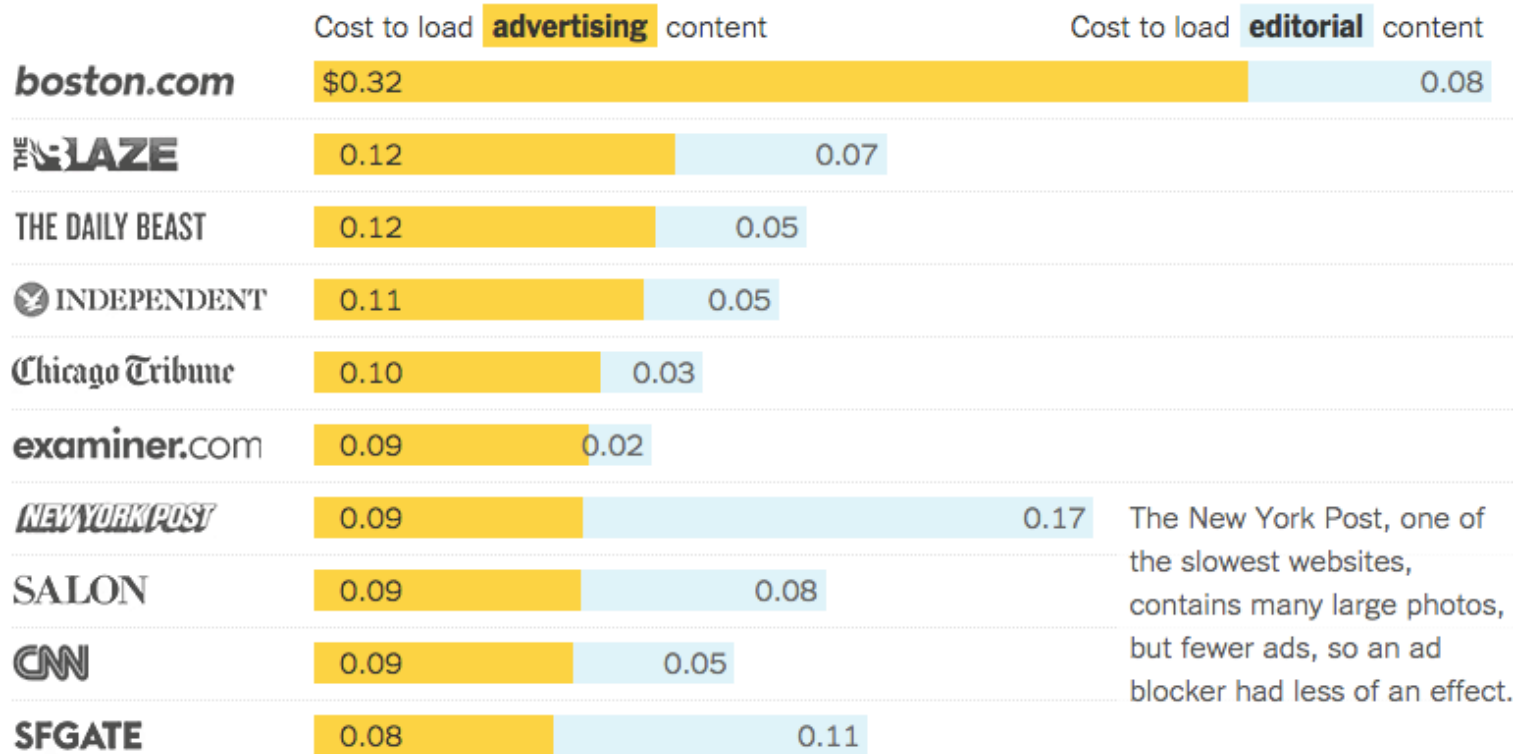
AN ABC ORIGINAL MOVIE EVENT



But Ad-Light Yet Tracker Heavy Isn't The Answer

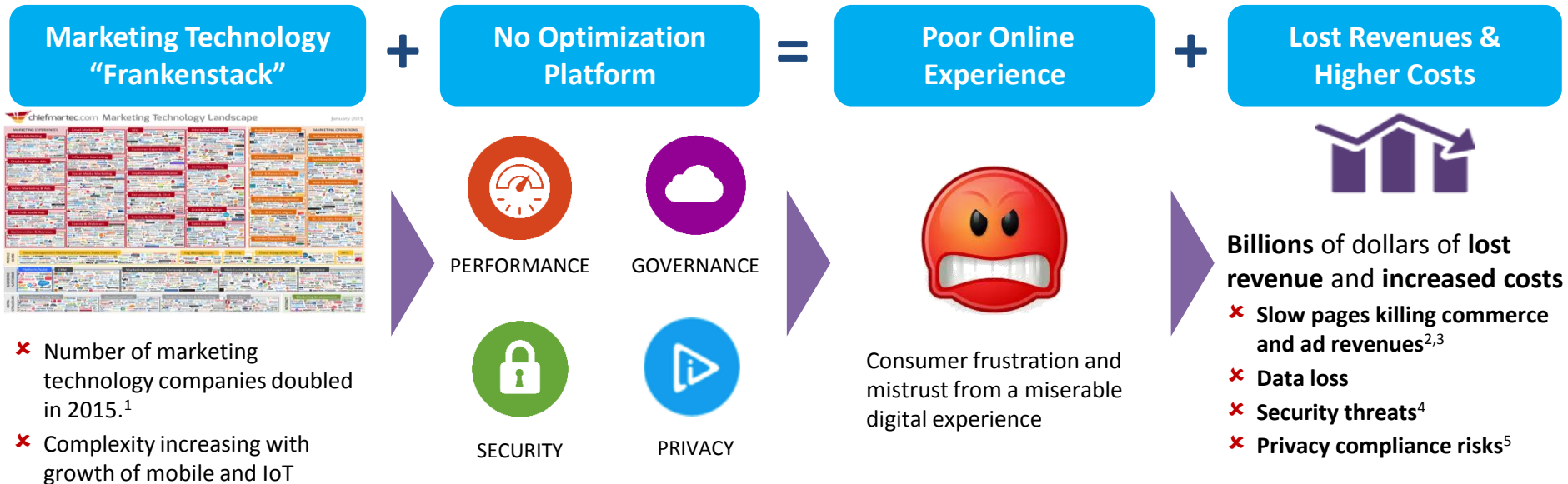


Consumers Are Frustrated With Slow Speeds And High Costs



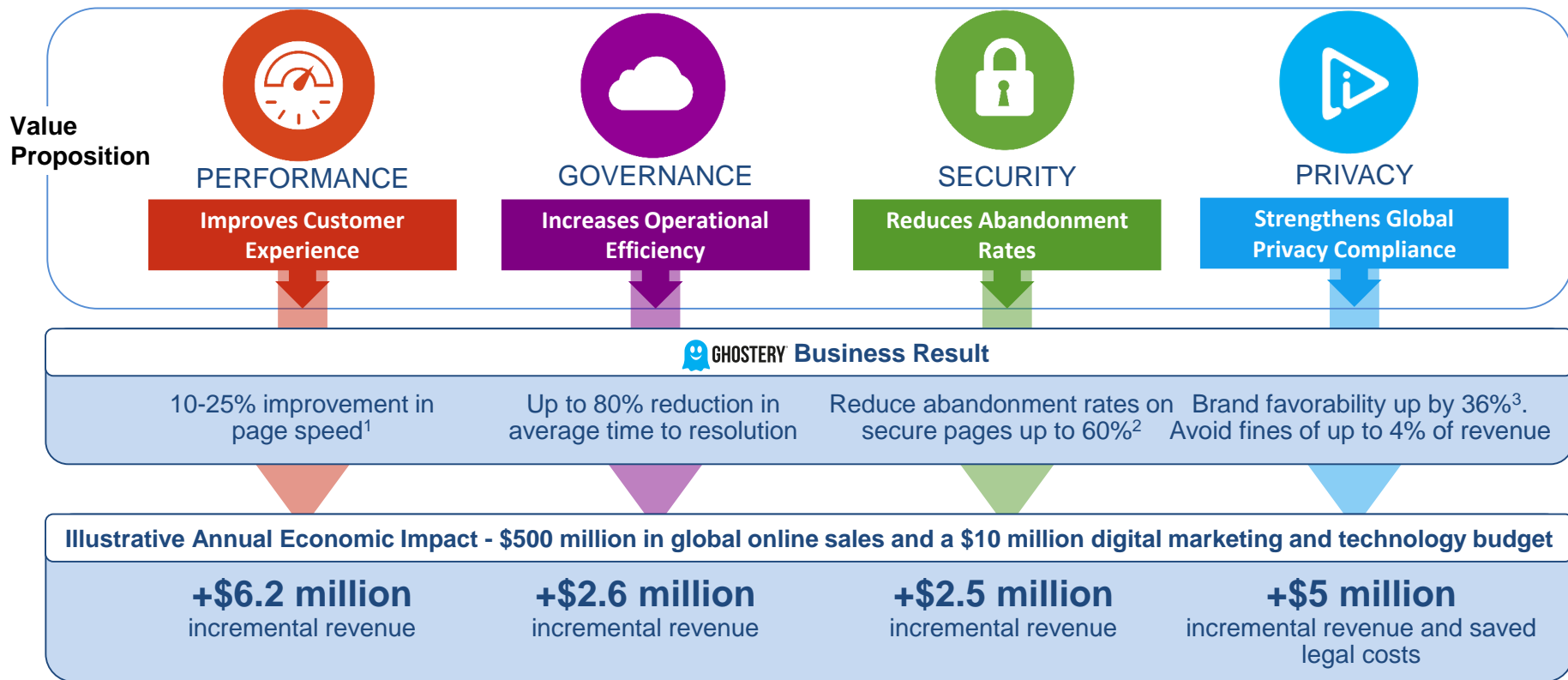
Source: The New York Times

The Problem: Marketing Tech “Frankenstack”



Source: (1) ChiefMarTec.com. (2) Amazon internal study 2013. (3) Radware internal study 2014. (4) Ponemon Institute & Ghostery Mixed Content Warnings Study – September 2014. (5) European Global Data Protection Regulation.

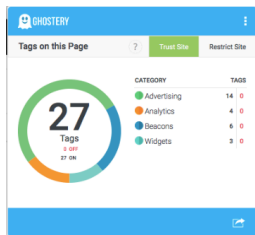
Ghostery MCM Delivers Up to 164% ROI on Martech Investments



Note: (1) Typical use case, Ghostery Case Study, 2015. (2) Ponemon Institute, 2014. (3) Dynamic Logic, 2010.

Ghostery Business Model Overview

Proprietary Data



Real user data from millions of global opt-in contributors



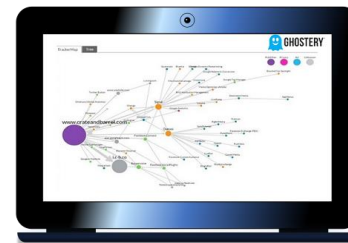
Library of 2,000+ Marketing Technology Vendors globally. Curated and regularly updated



Ghostery Proprietary Database

Patented web analytics technology and IP portfolio

Business Solutions



4.8 billion tag loads analyzed across 87 million pages weekly



Compliance technology powering 3+ billion ads daily for 300+ clients in 40 languages. Opt-out lab powers enforcement of Ad Choices program

The Largest Businesses in the World Trust Ghostery

Retail

13 of the Top 25



Technology

7 of the Top 10



CPG

6 of the Top 10



Travel

3 of the Top 15



Financial Services

3 of the Top 10



Publishers

3 of the Top 10





THANK YOU

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