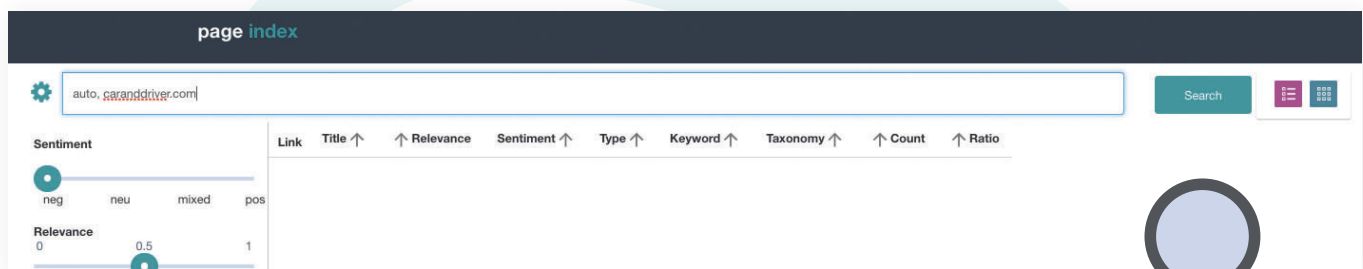


page index

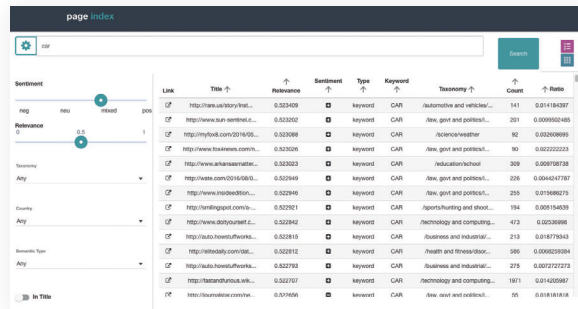
Digilant's Custom Whitelisting Solution

Proprietary web-crawling technology to deliver ads across the most relevant placements.

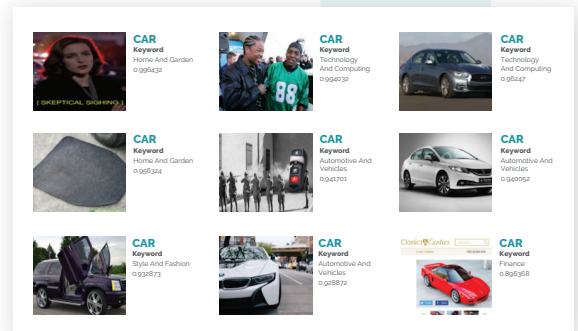
- 1 IDENTIFY**
top performing keywords & URLs to use as "seeds"
- 2 SEARCH**
for individual pages that match 'seed' keywords and URLs



- 3 CURATE**
a page-level whitelist of new and scalable content
- 4 PLACE**
clients' media on contextually relevant and emotionally appropriate pages by understanding the sentiment within every page



Link	Title	Relevance	Sentiment	Type	Keyword	Taxonomy	Count	Ratio
http://www.usatoday.com/...		0.523409		keyword	CAR	automotive and vehicles...	141	0.01418287
http://www.sun-sentinel.com/...		0.523302		keyword	CAR	law, gov and politic...	201	0.009902485
http://myford.com/2016/05/...		0.523088		keyword	CAR	science/health	92	0.03208999
http://www.business.com/...		0.523028		keyword	CAR	law, gov and politic...	90	0.02222023
http://www.arkansasmatr.../...		0.523023		keyword	CAR	education/health	209	0.009788738
http://www.com/2016/05/05/...		0.522940		keyword	CAR	law, gov and politic...	206	0.004247787
http://www.insideeditio.../...		0.522940		keyword	CAR	law, gov and politic...	295	0.015892973
http://huntingpost.com/...		0.522931		keyword	CAR	sports/hunting and shoot...	194	0.00154639
http://www.dailymail.co.uk/...		0.522842		keyword	CAR	technology and computi...	472	0.02324998
http://australianbusiness.com/...		0.522816		keyword	CAR	business and industr...	218	0.01877614
http://daily.com/2016/05/...		0.522812		keyword	CAR	health and fitness/ho...	205	0.008232096
http://australianbusiness.com/...		0.522793		keyword	CAR	business and industr...	275	0.007222773
http://starandstatus.wik.../...		0.522707		keyword	CAR	technology and computi...	1971	0.014205987
http://business.com/...		0.521666		keyword	CAR	law, gov and politic...	95	0.018181818



- 5 LEVERAGE**
the custom curated whitelist for future campaigns



Digilant provides customized ad buying solutions and services specially designed for independent agencies and brands that are increasing their programmatic spending. Digilant's automated ad-buying platform, and data science methodologies enable advertisers to uncover new customers by unlocking complex audience and customer data that gives them actionable intelligence across every important media channel. Digilant is an ispDigital Group company.

For more information visit us at www.digilant.com or follow us on Twitter @Digilant_US.

Digilant's Page Index custom whitelisting solution curates a customized network of sites and pages - as compared to standard segments and media channels available to everyone - that are meaningful to an advertiser's brand and overall objectives.

Benefits Include:

- ▶ **Engage** your target audience in hyper-relevant endemic content.
- ▶ **Identify**, own and target a customized white list of URLs based on campaign specific keywords and suitable pages unique to your brand message.
- ▶ **Differentiate** your overarching contextual strategy by expanding your targeting beyond predefined programmatic channels.
- ▶ **Curate** white lists using positive and negative sentiment analysis for advanced blacklisting.

Page Index enhances the performance, visibility and productivity of programmatic campaigns by **unlocking sites** beyond predefined channels and **uncovering relevant audiences** that competitors are not reaching.

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