

Online

Better Data Means Better Results

Tired of the clutter and confusion caused by too many ad exchanges, ad networks and commoditized inventory aggregators? AT&T AdWorks simplifies it all – giving you better data that gets better results. With the combination of owned and operated web sites and partner inventory, AT&T AdWorks’ Online Audience Network ranks 4th among online ad networks.*

Introducing the AT&T AdWorks Online Audience Network

Where better data delivers better connections with your audience. **What’s inside the AT&T Online Audience Network:**

Reach, Insights & Analytics:

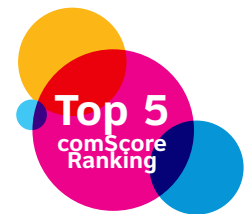
- Access to over 450B Monthly Online Impressions* from large-scale to local
- AT&T Data and Insights – all privately controlled and privacy compliant
- Better results by effectively and efficiently connecting to the right audience

The AT&T Online Difference:

- 1) We start with access to billions of online impressions that go well beyond other generic ad networks and commoditized DSPs.
- 2) We effectively utilize our AT&T data and learning from subscriber connections.
- 3) We create an aggregate and anonymous data overlay that we use to enable more precise audience reach through our platform.

Top 5 comScore Ranking

With the combination of owned and operated web sites and partner inventory, AT&T AdWorks’ Online Audience Network ranks 4th among online ad networks.* Add that to the valuable insights from over 100 million subscriber relationships to reach the right audience.



Our Online Reach

AT&T AdWorks goes well beyond the generic ad networks and commoditized DSPs - delivering more intelligent online impressions. Our reach includes a range from local to large-scale and is powered by anonymous and aggregate information from our audience network across att.com, att.net, and the local YP network.

A Single Source Solution for Reach, Audience, Insights & Analytics

AT&T AdWorks utilizes aggregate and anonymous data– all preserved in-house and privacy compliant – to expertly group your intended audience using criteria such as behavioral, contextual, demographic, search and other proprietary patterns.

Our Proprietary Data Allows Us to Tailor Messaging to Custom Audiences

On a local scale, the YP Network provides the right local audience. Whether someone wants to connect to everyone west of the Rockies, or tap the local quick service restaurant crowd outside Denver, AT&T AdWorks delivers your message to the right audience at the right time in the right online destinations.

*comScore Media Matrix Core Reports™ - August 2011

Ad Opportunities



Reach current and potential customers searching for your brand.

Branded Search

Expand your audience reach with search retargeting to find those most likely to respond to your ad. Only AT&T AdWorks can retarget those searching for specific brands on YP.com. This feature of the Online Audience Network, enables you to:



Get a leg up on the competition. Reach users who have searched for your brand's competitors.



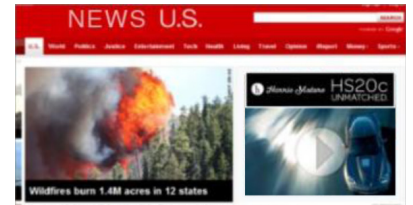
Re-target your audience, on brand-safe 3rd party websites, through our platform.

Online Video

Target audiences through video advertising. The Online Audience Network includes access to instream and in-banner video, in addition to traditional display units. All ad formats utilize our proprietary aggregate and anonymous data overlay and optimization for more precise audience reach.



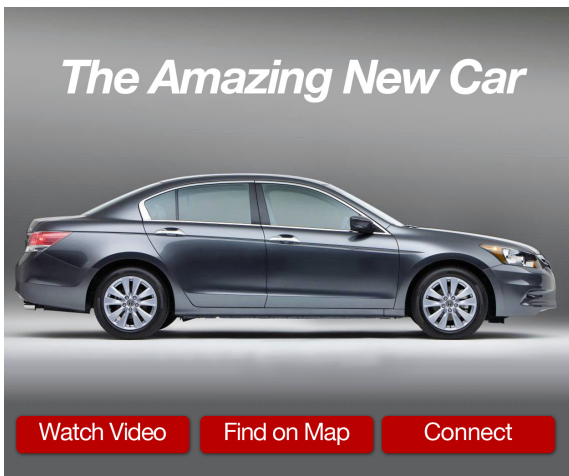
Instream Ad w/ companion banner



In-banner Ad

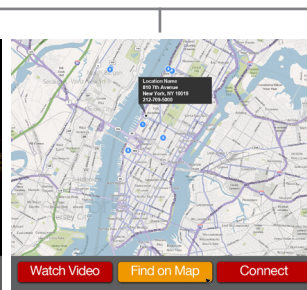
Rich Media Solutions

On the AT&T AdWorks Online Audience Network, rich media banners combine strong content with engaging capabilities and allow brands to connect with their users. Drive home a meaningful brand experience.



CONTENT

Full-screen Video
Listen to Audio
Photo Gallery
Carousels
Stream YouTube Video
and more...



ENGAGE

Mapping
Coupons
Buy Now
Download Now
Geotargeted Ads
and more...



SOCIAL

Integrate live Twitter feed
Add to Calendar
Share Reminders
Find on Facebook
Connect to any Social Site
and more...

Let's Talk

For more information on how to make your Online Marketing More Precise, contact us at www.att.com/adworks or 888-268-3648