KIOSKED®

BANNER BLINDNESS

UNLOCKING THE VALUE OF CONTENT

Traditional banners were designed with the old world in mind and sit in the periphery of the content

3rd party eye tracking research shows that users only care about the content of a site on the web

Typical ad placement

*Source: Nielson Norman Group study on banner blindness. The red indicates the areas of the page being viewed the most.

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KIOSKED

WE ARE KIOSKED

We are an intelligent advertising platform placing relevant advertiser messaging
in front of the right user in the flow of the content they are consuming regardless of device.

300MM
Dynamic ad decisions per day

200+
Countries served monthly

280MM
Unique users served monthly

*Source: Quantcast

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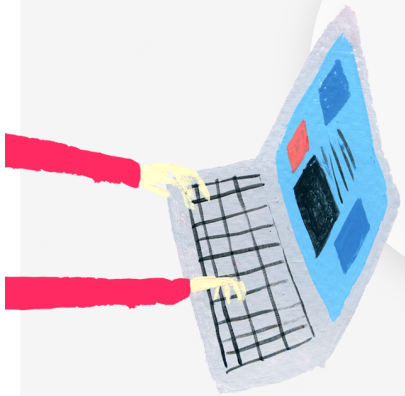
PROGRAMMATIC & REAL-TIME BIDDING

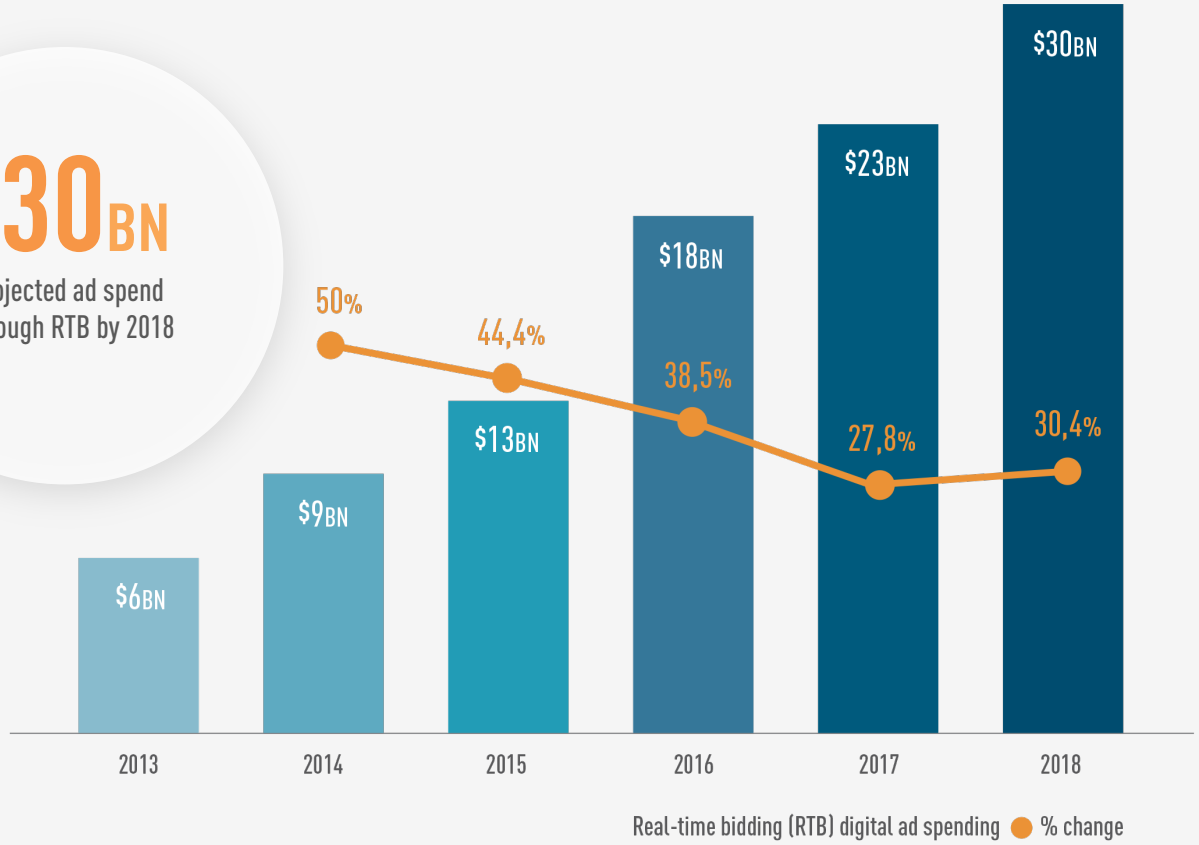
EXPLODING GROWTH OPPORTUNITY

Real-Time Bidding (RTB) Digital Display Ad Spending Worldwide, 2013-2018



$30BN

Projected ad spend through RTB by 2018



*Source: Magna Global as cited in RCB Capital Markets and Advertising Age, "Social media Survey"; eMarketer calculations, March 15, 2015.

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4bn
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280m
UNIQUE MONTHLY USERS

+700
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