



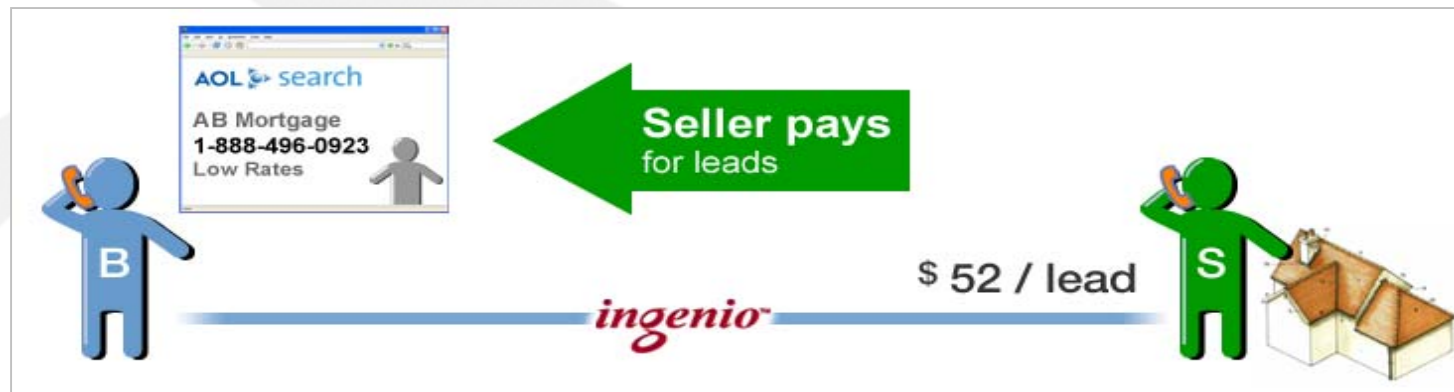
Voice Search Technology: Delivering Relevant Audio Ads

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Ingenio, Inc. Overview

- Technology platform integrates the Web, traditional telephony and VOIP to make applications available for use by anyone with a phone number.
- AT&T acquired Ingenio in December 2007 and is being integrated into AT&T's YELLOWPAGES.COM.
- Pay Per Call® enables the purchase of live customer phone calls generated through Ingenio's online and mobile search advertising network.

Pay Per Call in Action

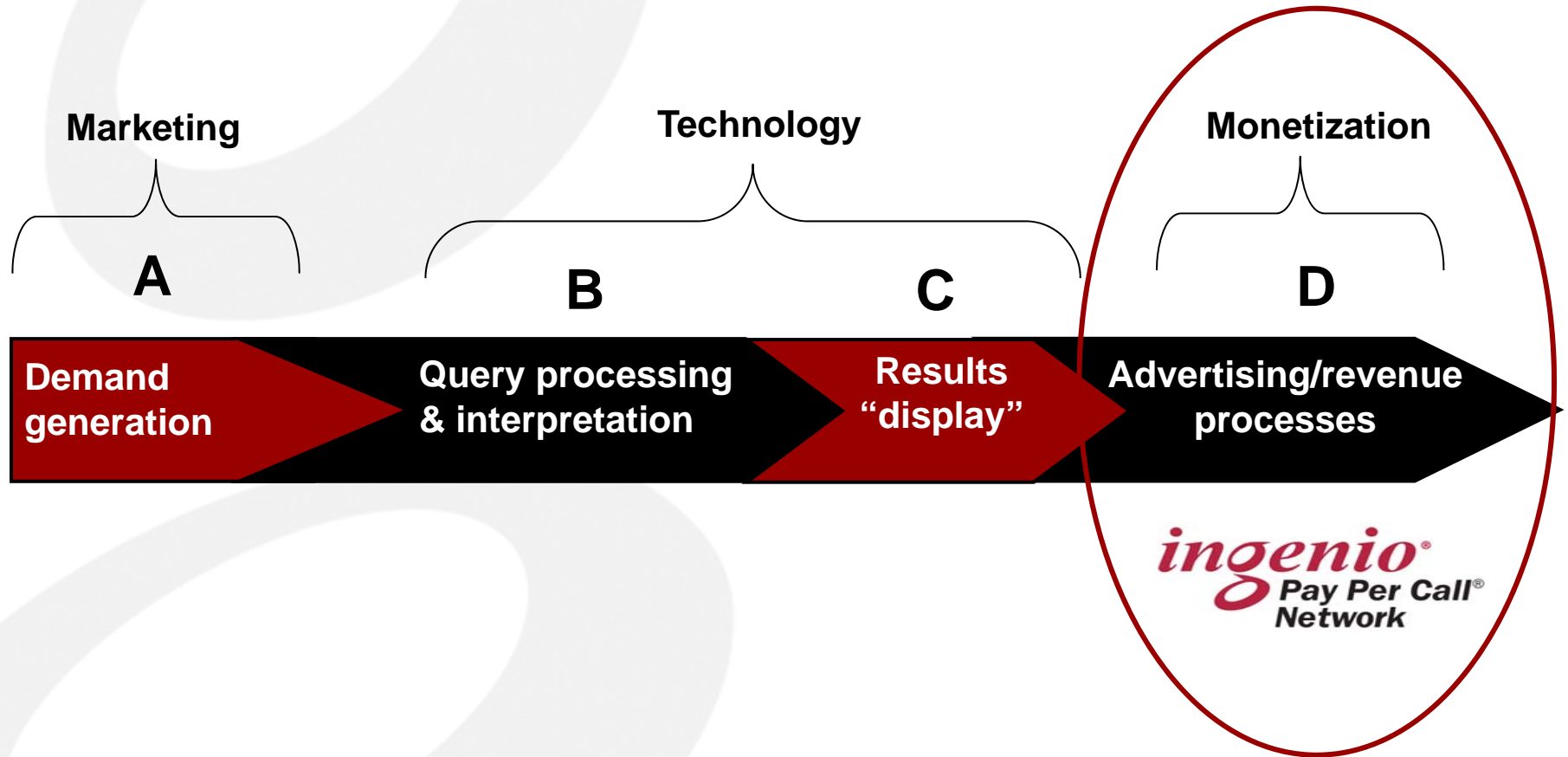


Our Experience is Based on Working with Leading Ad-Supported DA Partners



Internet Search	Internet Yellow Pages	Mobile Search	Directory Assistance	Text Messaging (SMS)
 	 	 	 	 <ul style="list-style-type: none"> Internet Video Print Advertising Print Directories Television Radio Direct Mail

Where Ingenio Operates in Ad-Supported DA



Relevance Means More than just Contextual Relevance to the Consumer

Effective audio ads must meet the needs of multiple constituents...

Consumers

- Contextual relevance
- Incremental value
- Quality user experience

Advertisers

- Meaningful call volume
- Measurable and sustainable ROI
- High-quality leads

Publishers

- High yields
- Quality user experience



CONSUMERS

Relevance is King

Search relevancy: Ads in DA succeed when they are viewed as useful and relevant to what the consumer is searching for

- Ads in DA are disruptive by nature → relevance is **critical to user acceptance**
- **Ongoing refinement** of algorithms and taxonomies helps ensure higher relevancy
- **Disambiguation** helps deliver right ad to right customer



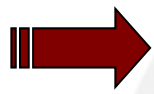
Direct Response 101: Ads Must Provide Value to Consumers

Influencing a consumer to change their behavior and respond to an ad is no small task.



- Consumers in free DA are **close to a purchase decision**
- A **compelling offer** is necessary to entice a caller looking for X to try Y
- Stimulates repeat usage through **appeal to bargain-hunters**
- Empirical data shows DR offers **increase call-through rates** by an order of magnitude

Quality, Quality, Quality: Generating Relevant Leads



Free DA medium requires new thinking about ad quality and delivery



- **More complex** than online text ads
- Requires **professional copywriting** and **voice talent**
- **Voice personality** has significant impact on response rates
- Self-service model not a feasible alternative



ADVERTISERS

Advertisers Want Meaningful Call Volume Without Sacrificing Lead Quality

Advertisers really care about one thing:
how to efficiently grow their business

- Advertisers are largely **source-agnostic**
- Must be able to **aggregate calls across multiple media** to achieve scale



Advertisers Need Measurable and Sustainable ROI

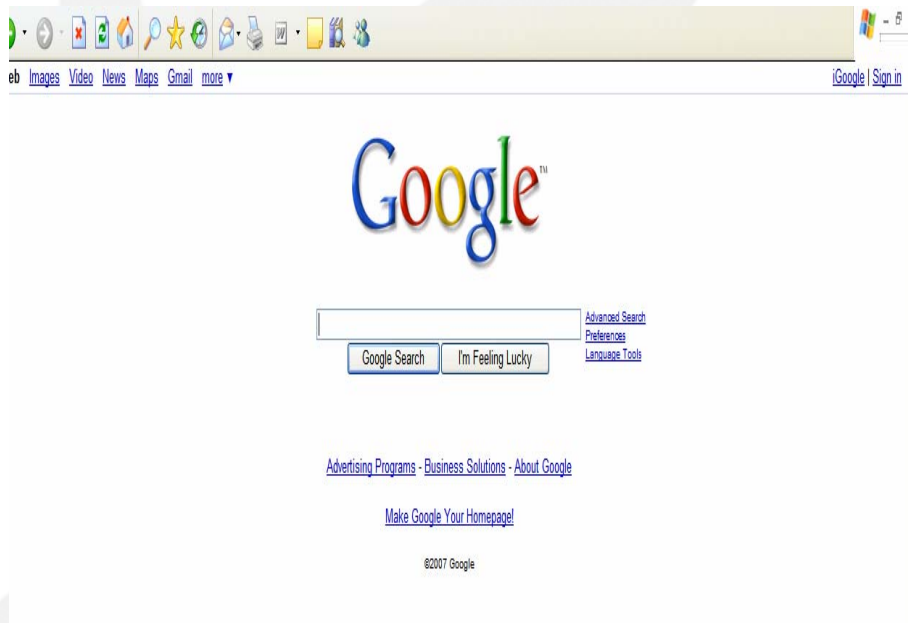
Focus on delivering as much value to advertisers as possible.

- Value today = money tomorrow
- **Billing rules** must be designed to protect advertisers from unqualified leads
- **Market-based pricing** ensures measurable ROI



Quality Benefits Advertisers as much as Consumers

**Great UI's create a better user experience
...and drive more revenue**



- **A bad audio UI results in....**
 - Hang-ups
 - Poor quality calls
 - Customer churn
 - Lower call prices
- **Small changes can have a huge impact** on lead quality and advertiser satisfaction
- **Disambiguation** is critical to sufficiently qualify leads



Thank You!

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