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Right on the Money for Financial Services

As the leading online destination for contact information today, WhitePages attracts many visitors who are receptive to financial services' advertisements. People who use our site are facing major life changes (e.g. getting married, having a baby, moving or starting a business) all of which lead to potential big purchases, which is why financial advertisers like credit card companies, banks, and insurance providers are some of our top-performing partners.

Consumer finance

Adults who shopped online (last month) for:

Any investment service(s)
13.8% Reach | Index 164

Insurance
13.6% Reach | Index 162

Stocks
12.9% Reach | Index 153

Home banking
11.9% Reach | Index 141

New credit cards
11.6% Reach | Index 137

Adults who transacted online (last month) for:

Home banking
12.2% Reach | Index 145

New credit cards
12.1% Reach | Index 144

Insurance
12.0% Reach | Index 142

B2B

Adults who shopped online for B2B financial services (last 6 months)
14.3% Reach | Index 169

Financial services decision-makers: AND <100 employees (organization)
17.6% Reach | Index 209

AND 100+ employees (organization)
11.6% Reach | Index 138

Source: Nielsen Netratings @Plan Release 1, 2010

Tools to target people in-market for financial services

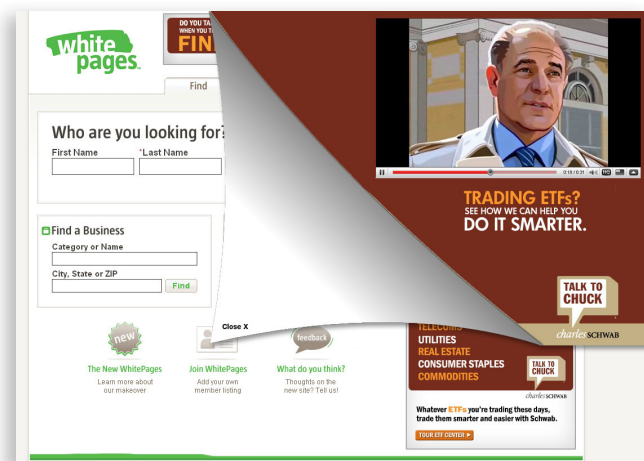
- Business search contextual:** Real-time category targeting to people searching for financial businesses and services

- Business search behavioral:** Retarget people who have searched for banks, credit unions, loans, insurance, mortgage brokers, investments, B2B financial services and more

- Syndicated behavioral:** Retarget people on WhitePages by their previous web-surfing on financial sites

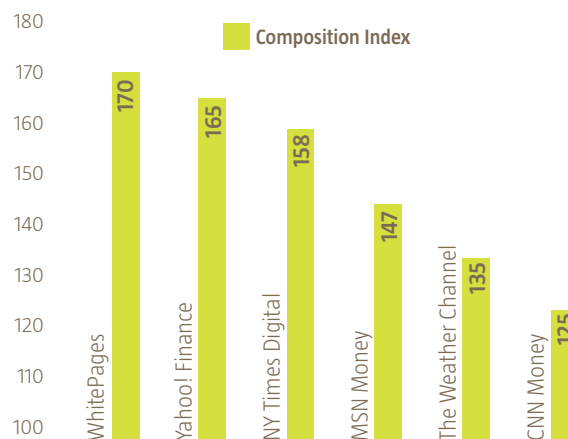
- Map sponsorship:** Dynamically display your nearest locations on our maps/directions page

- @Work:** Industry (SIC), Fortune Rank, Domain, Day-Part, Syndicated Business Decision-Makers, Bizographics



*Sample custom mock-up (peel back unit)

Dual heads of HH Income \$75K+ who searched online for financial products (last 6 months)



Source: comScore Plan Metrix, Jan 2010