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WhitePages.com
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Web-savvy shoppers

Adults who shopped online (last month) AND:

Downloaded coupons (online, last month)
14.0% Reach | Index 167

Joined an incentive/reward program (online, last month)
13.7% Reach | Index 163

Created a gift registry (online, last month)
13.4% Reach | Index 159

Made an purchase (online, last month)
11.4% Reach | Index 136

Online shoppers & offline purchases

Adults who shopped online (last month) AND made purchases:

At a book/music/movie store (in-store purchase, last month)
12.3% Reach | Index 146

At an apparel store (in-store purchase, last month)
12.2% Reach | Index 144

At a home/office/electronics store (in-store purchase, last month)
11.8% Reach | Index 140

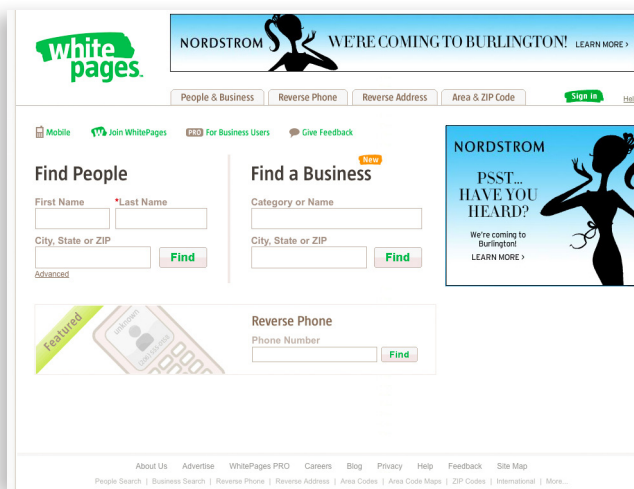
At a department/general merchandise store (in-store purchase, last month)
11.0% Reach | Index 130

Over the phone or mail order (last 6 months)
12.1% Reach | Index 144

Source: NielsenNetratings @Plan Release 1, 2010

A One-Stop Shop for Retail Advertisers

Busy people trust WhitePages for accurate contact information on a day-to-day basis—especially when they are managing major life events, and planning for the holiday season. As the leading online destination for contact information today, we'll help you reach shoppers at scale in our clean, uncluttered environment.



Tools to target shoppers

- **Store locator:** Dynamically display your nearest locations on our maps/directions page
- **Business search contextual:** Real-time category targeting to people searching for retailers
- **Business search behavioral:** Retarget people who have searched for major retailers, specialty stores and more
- **Syndicated behavioral:** Retarget people on WhitePages by their previous web-surfing for luxury goods on a top online shopping site

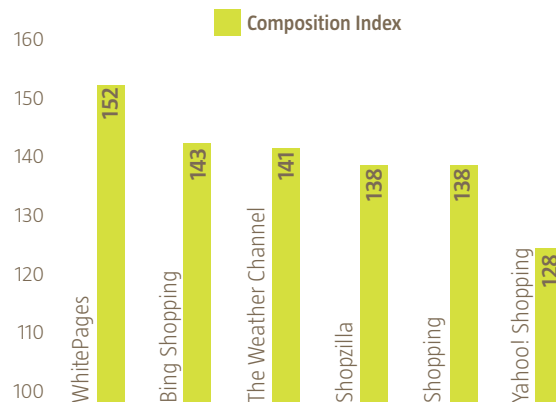
- **Custom solutions:** We'll help you develop impactful rich-media ads specific to your needs
- **Demographic:** Gender, Age, HH Income, HH w/Kids, College Educated

- **Geo:** High reach in your select markets (country down to zip code)

How shoppers save time on WhitePages

- By verifying contact information to send packages or gifts (Residential phones, cell phones, addresses)
- Finding store locations, phone numbers, maps and directions (Both online and mobile)

Adults HHI \$100K+ who shopped online and made purchases online (last month)



Source: comScore Plan Metrix, Jan 2010