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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 among our top-performing partners.

Consumer finance

Adults who shopped online (last month) for:

Any investment service(s)
13.2% Reach | Index 187

Insurance
11.2% Reach | Index 158

Stocks
14.4% Reach | Index 203

Home banking
9.9% Reach | Index 139

New credit cards
11.9% Reach | Index 169

Adults who transacted online (last month) for:

Home banking
10.5% Reach | Index 149

New credit cards
11.1% Reach | Index 157

Insurance
10.8% Reach | Index 153

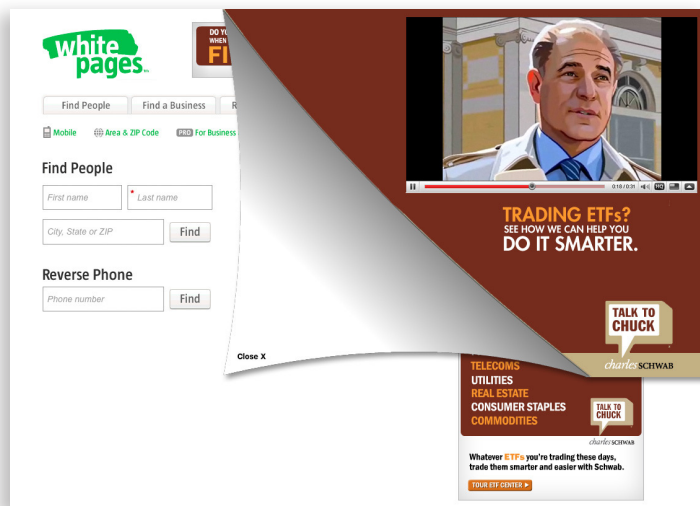
B2B

Adults who shopped online for B2B financial services (last 6 months)
19.7% Reach | Index 279

Financial services decision-makers:
AND <100 employees (organization)
14.7% Reach | Index 208

AND 100+ employees (organization)
8.1% Reach | Index 114

Source: Nielsen Netratings @Plan Release 4, 2010



*Sample custom mock-up (peel back unit)

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