

Relevant Display Advertising (RDA) Program



RDA: Increase Page Revenues with Ads from Top Tier Brands

Display premium paying, relevant manufacturer and service brand advertisements sourced specifically for your store with WinBuyer's Relevant Display Advertising (RDA) program. Take advantage of the robust control features and targeting functionalities within WinBuyer's RDA program, allowing you to monetize growing consumer browsing costs.

The Benefits

- Increase page revenues (RPM)
- Increase consumer engagement by getting associated with leading brands
- Monetize browsing and unconverted traffic

How it Works

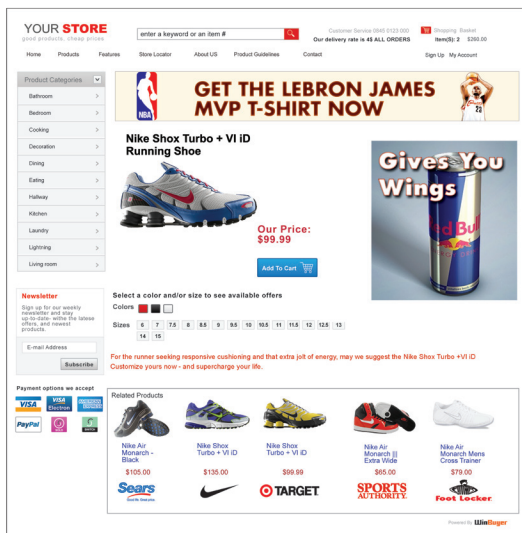
The WinBuyer RDA program enables you to place display banners on designated locations on your website, thereby maximizing page revenue with complementary advertising. Ads placed on the site may consist of all standard IAB ad formats and are targeted based on your product categories, location, demographics and other available information.

Ads may be placed to complement WinBuyer's Onsite Comparative Pricing (OCP) and Related Product Listings (RPL) applications to leverage your site's real estate by:

- Maximizing your page revenues (RPM) for an ad unit.
- Enhancing consumer experience through the provision of relevant offers that are valuable to the shoppers.

With WinBuyer's comprehensive retailer audience based network reaching millions of users per day, we can provide this added value service to our partners and highly targeted traffic to our advertisers.

**For more information
visit www.winbuyercorp.com**



About WinBuyer

WinBuyer develops retail value-added monetization solutions that maximize the retailer page revenues (RPM) and generate lift by enhancing consumer experience. With WinBuyer, over 250 retailers are realizing the benefits of increased sales conversion, greater average order size, improved site stickiness and incremental revenues from unconverted traffic. WinBuyer was founded in 2005 and has offices in Scottsdale, Arizona; Tel Aviv, Israel and London, England.