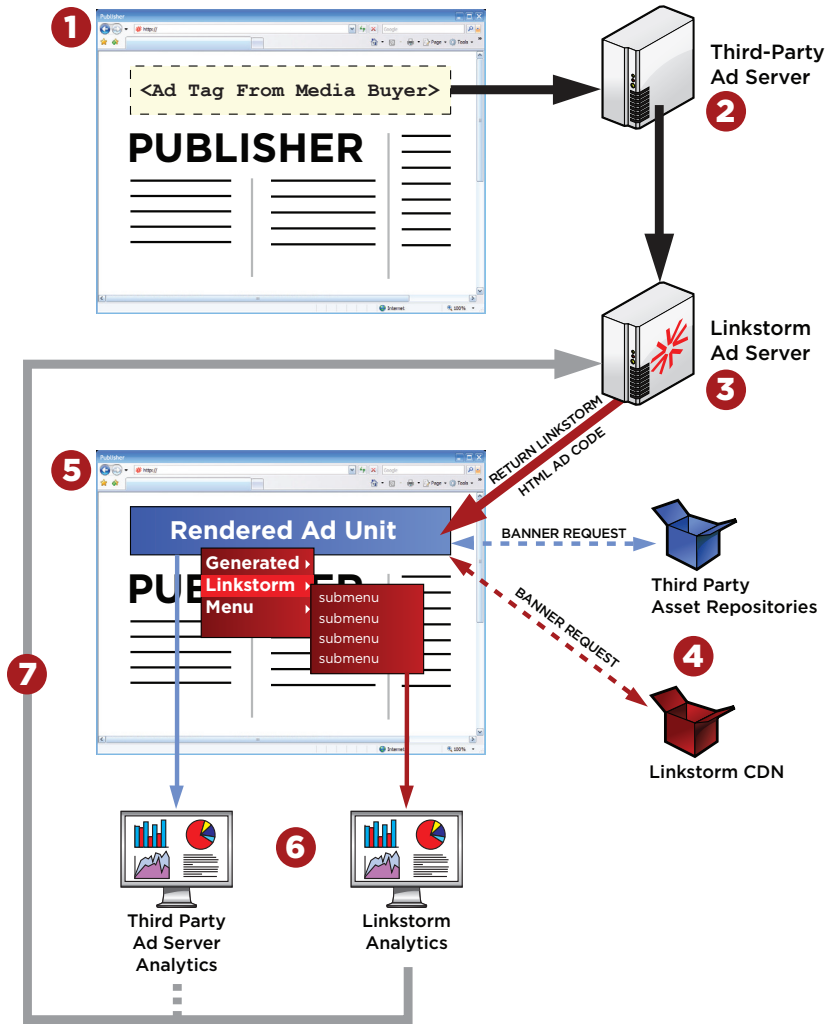


Ad Serving Process



- 1 Advertiser's media company has bought ad inventory on Publisher site. The tag is a standard Third Party Ad Server (TPAS) tag.
- 2 On page load, the TPAS relays to Linkstorm's ad server a request for the ad HTML code.
- 3 Linkstorm returns the ad HTML code including the Linkstorm menu javascript.
- 4 Once returned to the browser, the Linkstorm HTML ad code requests a banner from a third party repository (or alternatively a Linkstorm Content Delivery Network.)
- 5 Banner is displayed on publisher page with Linkstorm menus appearing on rollover.
- 6 Reports on campaign performance are available in traditional formats from the TPAS, and additionally in Linkstorm's expanded format offering rich details on user engagement with the ad unit itself.
- 7 By reviewing live campaign analytics, Linkstorm menus can be centrally tweaked to improve performance and then updated in-flight across all publishers without having to re-design, re-master or re-traffic the ad.