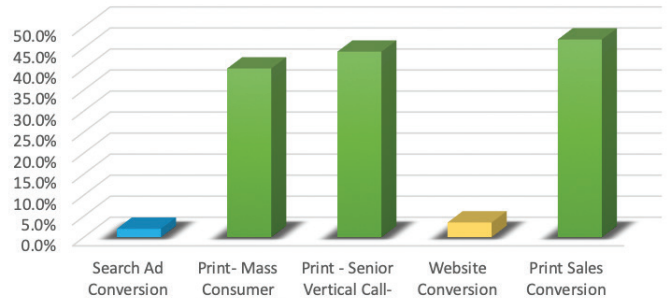


Print Ads Offer Superior Conversion Rates Compared to Other Channels

Newspaper and magazine print ads deliver high-quality leads generated from a brand-safe environment. MediaBids enables you to place ads in print on a pay-for-performance basis.

MediaBids' Performance Print Advertising program delivers high-intent, high-converting customers from newspaper and magazines ads. Digital platforms don't hold a candle to print when it comes to sending high-value customers interested in making a considered purchase. Print readers study ads thoroughly before they pick up the phone or visit a website and are typically much further down the purchase funnel than digital visitors driven by display/social/email channels. MediaBids has driven hundreds of thousands of new customers to businesses in the senior, insurance, travel, pet, tax, retail and home service categories.

Conversion % - Digital vs. Performance Print



Source: MediaBids.com Proprietary Data, 2019 for print. www.invespcro.com/blog/the-average-website-conversion-rate-by-industry/ for web data.

Call-to-Sale Conversions

For businesses who have a one-step conversion process (sales that are typically made in a single call), MediaBids has seen incredible phone call conversion rates in 2019 – **up to 47% of Calls Convert to a Sale in a single conversation!**

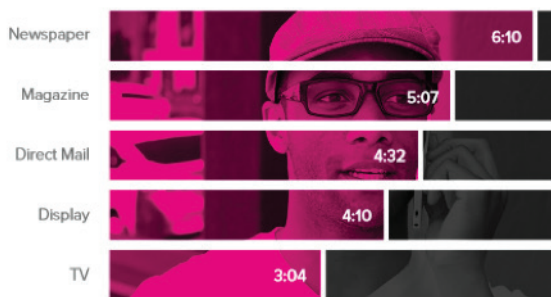
Call-to-Lead Conversions

Average: 42% of Calls Generated from Print Are Defined as a Qualified Lead By Our Buyers!

For pay-per-call campaigns, there is a qualified duration (typically 30/60-seconds) that defines a call to the buyer as a qualified lead. Some of our print campaigns in 2019 have a 100% conversion rate from call-to-lead! The average for all campaigns is 42% - meaning, on average, nearly one of every two calls is a qualified call for the buyer.

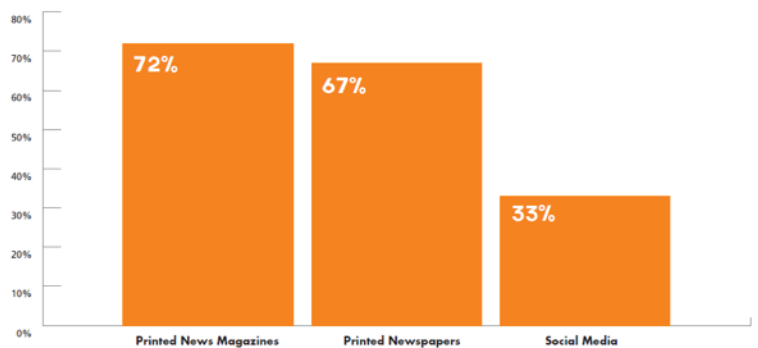
Print Media = Call Engagement & Consumer Trust

Average call durations by top offline call sources



Source: Invoca Call Intelligence Report 2016

Consumer trust in print news media is more than double their trust in social media.



Source: News Advertising Panorama, News Media Alliance 2019

Source: Kantar Media, "Dimension 2018."

To see if you qualify for MediaBids' Performance Print Advertising program, visit www.mediabids.com or contact Jessica Greiner, VP of Direct-Response Business Development at 860-626-5742 or email jgreiner@mediabids.com