

StorePointAds

Expedia Media

Engage Targeted Consumers with StorePoint Expandables

With over 59 million¹ unique visitors to Expedia sites per month, our global platform puts your brand in touch with targeted consumers and in-market shoppers. Expedia Media Solutions connects you with our vast online travel audience by offering dynamic, flexible advertising options that complement your direct channel marketing efforts.

StorePointAds from Expedia Media Solutions offer an effective way to communicate with and build your audience. StorePoint Expandables immerse consumers in an engaging microsite experience within standard display ad placements. With StorePoint Expandables you can reach the right customers at the right time.

On Target. On Demand.

Because StorePoint Expandables are user-initiated, Flash-based rich media ads that expand over page content, consumers never have to leave the page or the transaction funnel. You can immediately engage your target audience in an experience that is relevant, content-rich and timely.

StorePoint Expandables strike a chord with consumers because they are:

- **Seamless.** Using expandable rich media, an interactive ad emerges from your existing ad then contracts back when users move off the expanded panel. Consumers interact with compelling information and easily navigate back to original page content without ever losing their place.
- **Appealing.** The interactive experience that surfaces from your ad presents consumers with detailed and valuable information at a key stage in their research or transaction.



Interact with targeted consumers across our **expansive** online travel audience.

Supplement existing advertisements and **increase** conversions with **StorePoint Expandables**.

¹comScore 3/09

With StorePoint Expandables, advertisers enjoy the benefits of ads that are:

- **Flexible.** Create static or dynamic ad content to meet your specific goals, whether you aim to increase brand/product awareness, generate leads, capture data or move consumers to the next transactional step.
- **Original—and effective.** Differentiate your brand and optimize in-store marketing by creating an in-banner microsite experience that stands out to consumers and showcases your brand, product or promotion.

Increased Exposure. Noticeable Results.

StorePoint Expandables are highly targeted, user-friendly and results-driven. Experience the benefits:

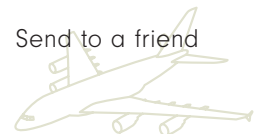
- **Differentiate your brand.** Pierce through the competition's noise by providing consumers with easily accessible and compelling information—right when they need it.

- **Drive interaction with targeted consumers.** Strike up a conversation with the right crowd. Leverage your ad to capture data, generate leads or initiate action. StorePoint Expandables have a high interaction rate, plus consumers are more likely to visit your site on their own after engaging with your ad.
- **Gain visibility in the market.** Increase impressions and consumer awareness through our quick-to-market solutions. Experience elevated conversion rates and positive share shift by bringing your brand to the forefront.

CONNECT WITH CONSUMERS ON A MORE POWERFUL LEVEL.

Supplement standard ad content with a lively, information-rich experience by incorporating functionality including:

- Video/Audio
- Rich content
- Data capture
- Interactivity
- Dynamic data/RSS feeds
- Calendar reminders
- Slideshows
- Print from ad
- Send to a friend



Distinguish your brand.
Engage your consumers.
StorePoint Expandables.



For more information, contact your Media Solutions account executive or visit www.advertising.expedia.com.