



xclaim

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What is Xclaim?

(Contextual) internet advertising network with intext ads





What are intext ads?

Where? Intext ads are shown on our partners' pages

How? Textual content as double underlined green links

When? When user chooses to hover the mouse over

Then... The in-text link triggers the display of advertising

- Directly link the ads with the specific words important to the brand
- Ad is user initiated
- Due to ad initiation, the user is completely focused on it



Example of the text with underlined words

Gubitak Rudnika i TE Gacko u prvih 9 mjeseci 10,8 mil. eura

Prema procjenama, poslovnu godinu RiTE Gacko će smanjiti gubitak na 10 milijuna eura

GACKO Rudnik i Termoelektrana Gacko u Bosni i Hercegovini prvo polugodište ove godine završili su s gubitkom od 10,8 milijuna eura. Predstavnici financijske službe obavijestili su dioničare da je krajem rujna 2007. godine taj gubitak iznosio 14,8 milijuna eura, a prema njihovoj procjeni poslovnu 2007. godinu RiTE Gacko će završiti s gubitkom od 10 milijuna eura. Na Skupštini dioničara nije bilo govora o mogućoj nagodbi fondova, odšteti ili otkupu dionica u vezi sa Sporazumom s ČEZ. Ipak, nekoliko dana kasnije predstavnici Euroinvestmenta, Zeptera, BLB-a i Bors fonda dogovorili su s ministrom gospodarstva, energetike i razvoja RS Rajkom Ubiparipom da se formira radna grupa koja će predložiti strategiju rješenja gubitaka koje su pretrpjeli nakon ulaska ČEZ-a u RiTE Gacko. Činjenica je da su dionice RiTE Gacko počele drastično gubiti vrijednost nakon dogovora premijera Republike Srpske Milorada Dodika s češkom tvrtkom što je potaknulo i pad dionica na Banjolučkoj burzi. Ukupni polugodišnji prihodi RiTE Gacko iznosili su 12 milijuna eura, a rashodi 23 milijuna eura. Ukupna aktiva kompanije, zaključno sa 30. lipnjem 2007. godine, iznosila je 190 milijuna eura, a kapital 165 milijuna eura. Dugoročne obveze RiTE Gacko sredinom tekuće godine iznosile su 12 milijuna eura, a kratkoročne 7 milijuna eura.

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Sponzorirani link



Investiranje u dioničke fondove

Dionički investicijski fondovi, prinosi fondova, izračuni, usporedba fondova, pristup fondu.



www.hrportfolio.com



How does the advertising network work?

- Distribution network based on contractual relations with websites
- Ads are distributed through xclaim system
- Xclaim scans all pages in the network looking for selected words in appropriate context
- When system finds the words that advertiser has chosen, it places the link, double underline the word and colors the word in green. Only if user hovers the mouse over the word, the ad will be shown.



What is contextuality?

- Ads that are shown are related to the context of the web page
- For example, if page is about cars, the should be from the automotive industry
- but...



But... It isn't always like that.

-From advertisers, we received different requests

Some of them are:

- Word: Kikiriki – name of the tariff of mobile operator Tele2
- Word: Ecology – Peugeot
- Word: Law – line for Ožujsko beer
- Word: Family – T-Mobile and their product “Flex family”
- Word: Beauty – Dove
- Word: Music – SonyEricsson



Therefore, we created to types of ads:

- Direct marketing ads
 - XclaimTxt, XclaimLogo And XclaimJumboLogo
 - CPC charge model (pay per click on ad)
 - more expressed contextuality

xclaim^{txt}

Xclaim started with plain text version called XclaimTxt.



Xclaim Ad Format history

See online example.
www.xonline.hr/bavaria/

xclaim logo

We enhanced our product by adding branding value.

Sponzorirani link xclaim ? X

FIMA Global Invest

Želite pristupiti najvećim fondovima u Hrvatskoj? Sad to možete jednim klikom! Vaš FIMA Global Invest!

www2.fima.com

The logo for FIMA Global Invest is a yellow square. At the top, the word "FIMA" is written in white, bold, sans-serif capital letters. Below it is a blue icon consisting of two interlocking shapes that resemble a stylized 'X' or a pair of hands. At the bottom of the square, the words "GLOBAL INVEST" are written in white, sans-serif capital letters.

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xclaim jumbologo

Another variation of our branding per click product.

Sponzorirani link

xclaim



Croatia osiguranje

Croatia osiguranje već treće stoljeće brine o Vama.



www.crosig.hr

See online example.

www.xonline.hr/crosig.hr

Xclaim Ad Format history

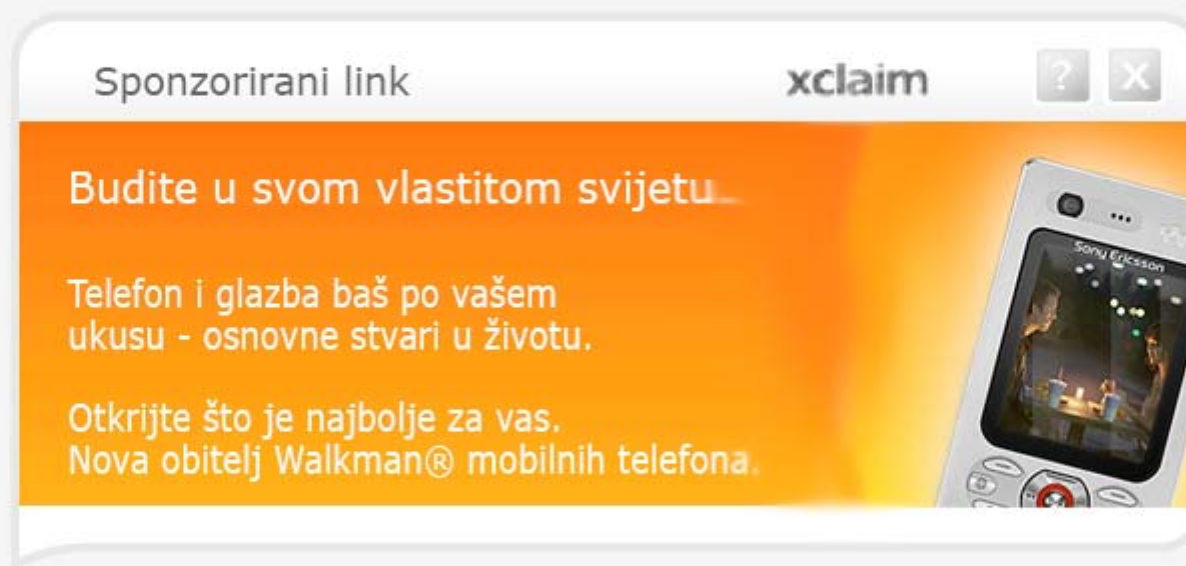


Another type of xclaim ads

- Branding ads
 - XclaimFlash, XclaimBubble i XclaimVideo
 - CPI charge model (pay per impression)
 - contextuality defers from case to case

xclaim **flash**

We introduced animated flash inside Xclaim.



Xclaim Ad Format history

See online example.
www.xonline.hr/peugeot



xclaim

XclaimBubble

10.stu.2005 15:06

Šesto čulo vašeg automobila

Prenizak tlak u gumama, no daleko je važnije ishodom. Posebna s... gdje je donesen zakon sustava praćenja tlaka od rujna ove godine

Provedba ovog zakona pokazali tendenciju prik... zraka u gumama zbog p... uvjeta i nekompatibilno... kupljenim zamjenskim ko... od rujna te će sva nova vozila morati biti opremljena sustavom praćenja tlaka u gumama. Sve [gume](#) će trebati imati te senzore. Senzori koji mjere tlak ugrađeni su u ventil i u slučaju pada tlaka za 15 posto ispod preporučene razine šalju signal upozorenja. Sofisticiraniji sustavi stalno kontroliraju tlak u svim gumama i grafički prikazuju njihov status na informacijskom zaslonu. U Europi još nema naznaka uvođenja sličnih zakona, no u organizaciji proizvođača pneumatika provode se akcije kontrole tlaka zraka u gumama, koje za cilj imaju educiranje vozača o važnosti ovog, često zanemarenog, elementa sigurnosti.

autor: [Luciano Santini](#)

Sponzorirani link



Saznajte više o Michelin gumama.

See online example.
www.xonline.hr/gume



xclaim

XclaimVideo

10.stu.2005 15:06

VEZANE VIJESTI

Sponzorirani link xclaim

Yossi Benayon Israel's E

England need Israel to at least stand a chance of finishing second in the group. The Israelis' key player.

The Israel captain was injured in Liverpool on Sunday, and the midfielder has been ruled out for the rest of the tournament. Sunday revealed an adductor tear, which has cancelled his flight to join up with his teammates. One of only two players in Israel's squad who have played in the other is Chelsea defender Tal Ben Haim. Yossi Benayoun to Israel? The 27-year-old has an impressive international goalscoring record, having scored 53 goals in 53 games. If England fail to qualify for the finals it will be the first time they have missed out on a major [tournament](#) since the 1994 World Cup. Full-back Ashley Cole has been named in their squad to face Croatia after his ankle injury and though he was not considered by Chelsea for the game against Everton on Sunday, Blues boss Avram Grant says he

See online example.
www.xonline.hr/nike



Our monthly reach is a million
different users in Croatia

And we only started in May 2007!

Sponzorirani link xclaim

Tele2
Uz Knock - Out tarifu razgovaraj za samo 0,49 kn/min prema svim mrežama. Zašto platiti više?
www.tele2.hr


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Budite u svom vlastitom svijetu.
Telefon i glazba baš po vašem ukusu - opušite stvari u životu.
Otkrijte što je najbolje za vas. Nova obitelj fraktura u mobilnih telefona.



Appendix and background



xclaim



A range of ad products

- Direct marketing ads
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 - CPC charge model (pay per click on ad)
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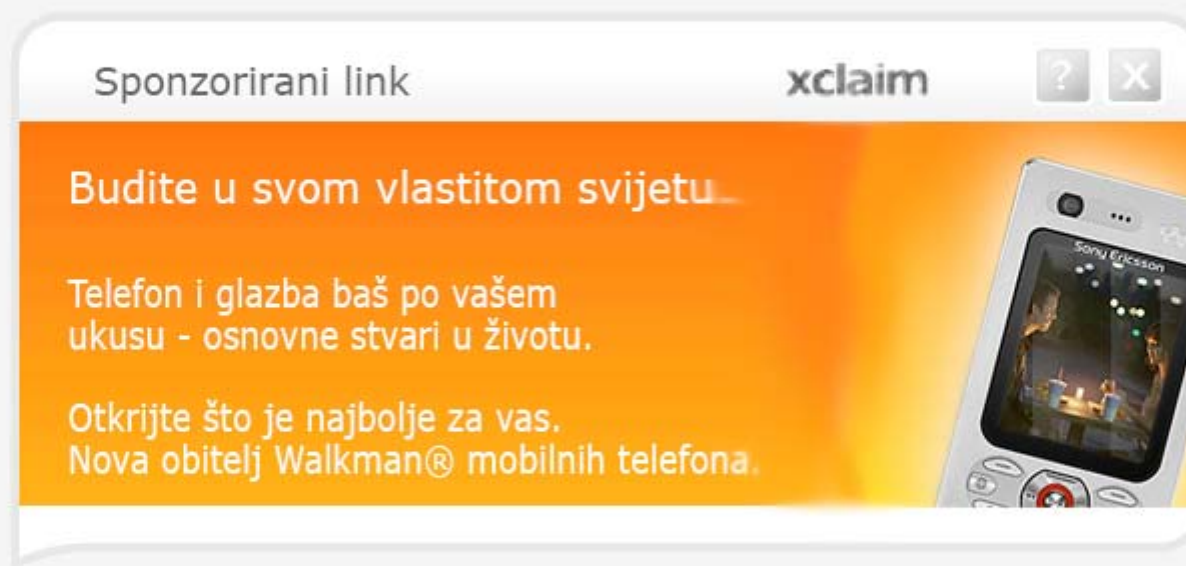


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What are the differences between our ads?

XclaimTxt and other direct marketing ads have basic purpose to generate the traffic on web pages on advertiser; therefore we charge for click, and impressions are free. Products with logo have more expensive click due to additional branding effect.

CTR – between 2% and 5%

With these products, advertisers can exclusively buy the word, which increases the price of click for 35%



What are the differences between our ads?

XclaimFlash i other branding ads (XclaimBubble i XclaimVideo) have basic purpose of branding the product and services of advertiser, and therefore the impression is charged while click is free.

(Charged) Impressions are limited to 3 pre cookie, in order to provide better reach to advertiser



You can have non-words

Non-words

- If there are words that advertiser doesn't want to be related to, he can simply select them, and the ads will be excluded
- if the system finds any of these words on web page, the advertiser's ad will not be shown

Example – advertiser for automobile industry:
word “car” – exclude word “accident”



Reports on status and results of campaign

Xclaim provides you with detailed online reports about the results of campaigns (number of impressions, number of clicks, CTR). Reports can be reviewed for different time periods: monthly, weekly, or daily basis, for all words or specific word.

Statistike za kampanju: Signal

Eksportiraj tablicu:   

Ukupno trajanje

Mjesečno

Tjedno

Dnevno

Riječ: antioksidans

Mjesec	Prikazi	Klikovi	CTR	Potrošeno
10/2007	220	4	1,82%	5,44 Kn
11/2007	64	0	0,00%	0,00 Kn

Riječ: antioksidansi

Mjesec	Prikazi	Klikovi	CTR	Potrošeno
10/2007	117	0	0,00%	0,00 Kn
11/2007	32	0	0,00%	0,00 Kn

Riječ: blistav

Mjesec	Prikazi	Klikovi	CTR	Potrošeno
10/2007	54	4	7,41%	5,44 Kn
11/2007	12	0	0,00%	0,00 Kn

Riječ: caklina

Mjesec	Prikazi	Klikovi	CTR	Potrošeno
11/2007	1	0	0,00%	0,00 Kn

Riječ: četkica

Mjesec	Prikazi	Klikovi	CTR	Potrošeno
10/2007	290	8	2,76%	10,88 Kn
11/2007	64	0	0,00%	0,00 Kn

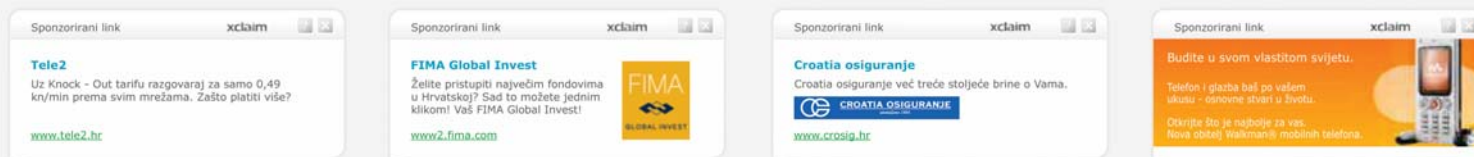
Riječ: flour

Mjesec	Prikazi	Klikovi	CTR	Potrošeno
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Our monthly reach is a million different users in Croatia

Cookie methodology





**We started with operations on
May 1st, 2007.**

Sponzorirani link xclaim

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Otkrijte što je najbolje za vas. Nova obitelj Walkman® mobilnih telefona.





Some of our clients:

Tele2

Oglasnik.hr

Sony Ericsson

Dove

Ledo

Signal

Croatia osiguranje

Alkemist

FIMA Global Invest

HRportfolio

Vaillant

Diners Club



Contact

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Thanks!