

RELEWORD

FREQUENTLY ASKED QUESTIONS

Q. What is keyword broad matching?

A. Keyword broad matching is a process of generating a group of keywords similar to the originally chosen one. For example James Bond is semantically close to Agent 007 (not to government bonds) and George W. Bush is close to US President. Advertisers in keyword bidding solutions other than Google must guess all possible permutations of keyword entries that a consumer interested in their service might enter. Broad matching allows software, rather than humans, to match consumer intent and advertiser intent. Broad match is offered by Google today but no other major search engine has this capability available to them prior to Relevad. Over 85% of Google's advertisers choose to bid on keywords using this broad match option.

Q. I am an advertiser bidding for keywords. What can broad match technology do for me?

A. Broad match brings more profitable traffic to you while simplifying the keyword bidding process. Predicting all possible permutations of what a consumer interested in your service may type into a search engine is daunting. With broad match, you chose a few words that represent your products and the broad match software behind the scenes via sophisticated algorithms and semantic ontology finds semantic neighbor keywords that represent web searchers with the same intent. Your ads are then displayed to searchers interested in your products across the full set of potential keyword inputs.

Q. I am a search engine operator. What can broad match technology do for me?

A. Search engines ideally have a sufficient quantity and quality of bidders on every keyword such that revenue per search is perfectly optimized. However, in some cases there are insufficient advertisers on the network in particular categories. In some cases, there are sufficient advertisers, but those advertisers haven't found all



possible keywords that consumers will enter when trying to find their service. By enabling broad match on your network, you maximize the ad coverage on your pages that are possible given the current set of advertisers. Relevad's search engine customers have seen as much as a 260% revenue increase by turning on broad matching capability.

Q. I like the idea of broad match, but I need to exclude several words from the semantic group. Could I do that?

A. Yes, you can do it easily. Like in AdWords™, in ReleWord you can specify which words to exclude by tagging them as “negative” keywords. For example, you can choose to bid on James Bond but not on Aston Martin. In that case you generate a broad match request as follows: James Bond –Aston Martin. Such a request will guarantee you that Aston Martin will never appear on the list.

Q. Is ReleWord's broad match technology better than AdWords' broad match technology?

A. There is no definitive testing tool that would allow one to perfectly compare different broad match technologies. We have a different technical approach than Google, but produce very good results for our customers. We developed a special tool that allows one to compare Google, Yahoo, AOL, MSN, and Ask broad match capabilities with ReleWord. Please contact us at releword@relevad.com if you want to see the comparison system.

Q. How do you determine which ads are the best?

A. We use a special formula combining together the ad's bid price, the relevance scores of each keyword, and each keyword's CTR in order to generate advertisement rankings. We use ad rankings to order ads optimally in the output list.



Q. What is a proximity keyword cluster?

A. It is a group of keywords generated from our proprietary database, which are semantically closest in meaning and relevancy to the original keyword entered.

Q. What is a relevance score that Relevad assigns to each keyword?

A. The relevance score is a value between 0 and 100 that is computed for each of the keywords in a proximity cluster. The relevance score represents the relative proximity of the two keywords being compared. A score of 0 represents no semantic relativity, while a score of 100 indicates that the two keywords are 100% relevant and can always replace each other.

Q. How do you charge for the ReleWord service?

A. The cost of ReleWord is based on a CPM structure, and pricing is scaled based on the volume of keyword searches that need to be handled. The greater the volume you have, the lower your CPM. If you would like to discuss pricing in further detail, please contact releword@relevad.com.

Q. How will combining ReleWord with my existing ad placement program affect the time it takes to show search results?

A. The time it takes for ReleWord to receive a keyword and bring back a list of advertisements is fractions of a second. There is no noticeable time difference in search result retrieval as a result of using ReleWord.

Q. Is ReleWord capable of handling misspellings?

A. Yes. Approximately 10-12% of all search queries result in misspelling and typos. ReleWord is powered by ReleKey, a keyword generation service which handles rare, long and even misspelled keywords. ReleWord's technology also identifies stock quotes, zip codes and many other types of acronyms. Therefore, many keyword searches which are currently not delivering advertisements from your current system will now have a list of highly relevant ads and generate higher revenue for both advertisers and search engines.

Q. Is ReleWord capable of handling natural language queries?

A. Yes. For example, in a search query such as “where do I find the cheapest golf shoes?” ReleWord can identify the most relevant keywords within the phrase, and aggregate ads based on those words. The ReleWord database contains hundreds of “stop” words, which are basically fillers which surround the actual keywords. Since advertisers aren’t bidding on words such as: the, and, if, where, how, when, as, at, etc., the ReleWord service ignores such words when searching for advertisements within a database.

Q. How is the ReleWord service implemented to co-exist with my existing ad placement service?

A. ReleWord can be used in one of two ways. We can either host the service at our datacenter pulling ads by synchronizing with your advertisement database. Alternatively, we can set up ReleWord at your location.

Q. What effect will broad matching have on advertisers’ spending and ROI?

A. Broad matching enables more accurate keyword bidding than purely manual techniques while allowing low volume and less obvious semantic neighbor keywords to be monetized. The common effect is a significant increase in the number of times that ads are shown and thus the number of clicks generated. Therefore advertiser spend will typically increase. It is hard to determine ROI for each advertiser, as the rate of conversion is out of our control once a user clicks on an advertiser’s ad.

Q. Tell me more about Relevad keyword database.

A. Relevad has a proprietary database of keywords that is constantly updated via our proprietary semantic matching algorithms. The database grows daily and today has over 8M single and multi-term keywords and over 500M meanings.



Q. Tell me more about Relevad's algorithms and technology.

A. Relevad developed a novel patent-pending technology of keyword gathering, pre-processing, and storing. We have a redundant and scaled server farm in our datacenter that delivers the results of this analysis in real-time to our partners.