

RELEWORD

WHITE PAPER

Approximately 30% of Yahoo and Google keywords have no bidders and another 25% have limited or inadequate bidders, costing search engine operators and advertisers a significant amount of lost potential revenue. For other search engine operators and ad aggregators, these numbers are even larger. ReleWord solves this problem through Relevad's broad match and ad arbitration technology.

DESCRIPTION

ReleWord (www.releword.com) is the first platform-independent broad match ad placement service. Given a keyword, ReleWord returns an optimally ordered list of advertisements associated with the given keyword and its semantically-relevant neighbors.

ReleWord is powered by Relevad's unique patent-pending keyword proximity technology -- a complex software system creating extremely accurate associations between advertisement databases, documents, and keywords. ReleWord is built on Relevad's growing database of over eight million keywords and over five hundred million neighbor keyword meanings.

See the table below for an illustration. If someone enters the keywords "ecco running shoes," Exact Match technology (see second column) delivers an advertisement from MonsterMarketPlace.com, an advertiser which bid \$0.01 on the keywords "Shop for Ecco Running Shoes." On the other hand, ReleWord-powered broad match technology can discover and display several higher yielding relevant ads for that term (see third column). The first advertisement ReleWord delivers is from Zappos, a large shoe retailer which bid



\$0.05 on the keywords “Zappos Shoes! Brand Names – Low Prices!” As a result, ReleWord increased the CPC economics by 400% for the first ad. In this example, ReleWord finds 4 relevant advertisements which are optimally ordered according to relevance and price. In addition, ReleWord increases the total CPC economics by \$0.13 or 1,300%.

The screenshot shows the RELEWORD SEMANTIC BROADMATCH TOOL interface. At the top, there is a search bar containing 'ecco running shoes' and an 'ANALYZE' button. Below the search bar, it indicates 'Maximum ads shown: 04' and provides links for 'Preferences | Help'. A slider at the top center allows adjusting the 'PRICE SCORE' (0.30) and 'RELEVANCY SCORE' (0.70). The main content area displays a table of search results:

#	Ads with Exact Match \$0.01	Ads with ReleWord-Powered Broad Match \$0.14	\$ Diff. \$0.13	Profit 1300.00%
1	Shop For Ecco Running Shoes Shop for great deals on Ecco Running Shoes and millions of other products at MonsterMarketplace. We offer fast shipping and secure shopping. monstermarketplace.com Bid: \$0.0100	Zappos Shoes! Brand Names - Low Prices! Zappos.com - the worlds most popular online shoe store - Offers over 100 Brand Names in every size and style imaginable. With Low Prices, a 60 day return policy and 110% price protection. zappos.com Bid: \$0.0500	\$0.04	400.00%
2		Free Shipping At Shoebuy.com Select From 100's of Top Braand Name Shoes with Free Shipping. Free Return and No Sales tax. jdoqocy.com Bid: \$0.0600	\$0.06	Infinity %
3		Ecco Shoes Online Catalog ECCO is driven by a passion to create comfortable walking gear. Free Shipping & Returns! fashionbrokers.com Bid: \$0.0300	\$0.03	Infinity %
4		Shop For Ecco Running Shoes Shop for great deals on Ecco Running Shoes and millions of other products at MonsterMarketplace. We offer fast shipping and secure shopping. monstermarketplace.com Bid: \$0.0100	\$0.01	Infinity %

PRODUCT FEATURES

- Delivers broad match ads ranked by relevancy and yield in real-time
- Optimized to support rare, long and misspelled keywords
- Linearly scalable
- Supports multiple languages
- Offered as an open API for instant integration



BENEFITS TO CUSTOMERS

ReleWord can extend any existing keyword ad placement service seamlessly. ReleWord delivers more relevant ads to consumers, more relevant click-throughs for advertisers and more revenue for the ad network or search engine. Our customers have seen revenue increases of at least 75% and up to 260% by leveraging ReleWord to improve their relevant ad coverage. If you would like to upgrade your current ad placement program to one based on semantic relevancy rather than the cost of bids, you can use ReleWord as an essential part of your new service. As observed through repeated trials, ReleWord can easily double your advertisement revenue.

RELEWORD SERVICE

ReleWord is available as a hosted web service or as a stand-alone system behind your firewall. For access to our APIs or to discuss a solution delivered to your premises, please contact releword@relevad.com