

Know Your Online Competitors

A global window into the strategies of your key competitors

admomo
digital marketing intelligence

- Do you know what your competitors are doing online?
- How much are they spending to attract your customers?
- Who has the most effective advertising platform?
- What online advertising trends are driving your industry?

Don't have all the answers? Admomo  does!

Our suite of powerful analysis tools offers you valuable insights into your competitors' online advertising spending strategies, media planning strategies, campaign performance and comparisons between advertisers.

Advertisers

- Access your competitors' planning strategies and pinpoint ads that are critical to their success.
- Benchmark your competitors' spending quickly, accurately and globally.
- Share key information with your teammates instantly, so you can take advantage of market opportunities identified through Admomo CIA.

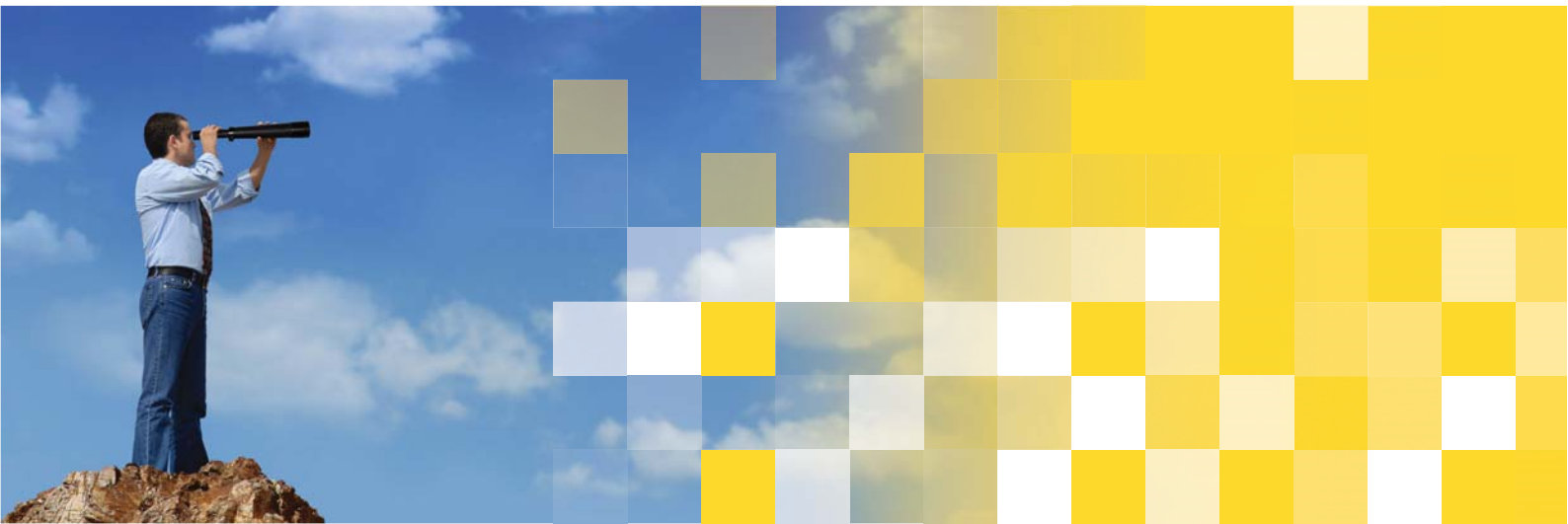
Publishers

- Identify new business opportunities by knowing what others are spending and where they are spending it.
- Analyze ad-spending trends in targeted market sectors.
- See who is advertising on your competitors' sites.

Ad agencies

- Develop effective media plans and strategies for clients.
- Compare campaign variables and metrics to create the most effective online campaigns possible.
- Identify the most active advertisers and sectors by category or industry.

FEATURES



Advertisers Summary:

- Create and manage a comprehensive profile of each advertiser and their global activities.
- Conduct extensive and detailed searches of the data to find the information you need quickly and easily.

Campaign Details Report and Timeline:

- See which campaigns are active and where they are currently running.
- Determine start and end dates of each campaign as well as the number of days running.
- View the creative used by category, dates and/or country.
- Overview of promotion strategies on each product through Timeline

Campaign Summary and Traffic Reports:

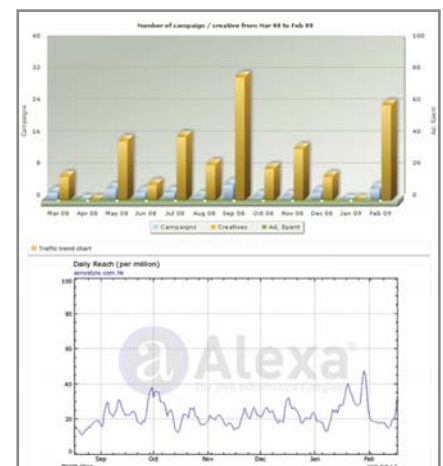
- Review summaries of previous campaigns and how much traffic they received.
- View campaign frequencies, impressions, publishers, dates and durations.
- Study advertiser planning strategies using the insertion information provided.

Name	Domain
HSBC Global Asset Management 匯豐環球資產管理	www.assetmanagement.hsbc.com
HSBC 匯豐銀行	www.hsbc.com.cn
HSBC 匯豐銀行	www.hsbc.co.uk
HSBC 匯豐銀行	www.hsbc.com.be
HSBC Insurance 匯豐保險	www.insurance.asiapacific.hsbc.com
HSBC 匯豐銀行	www.hsbcqf.com
HSBC 匯豐銀行	www.commercial.hsbc.com.hk
HSBC 匯豐銀行	www.hsbc.com.hk
HSBC 匯豐銀行	www.asia.hsbc.com
HSBC 匯豐銀行	www.hsbc.com.au

Summary	Campaign	Creative	Insertion
Electronic Product - Electronic Product - Digital Camera	12	35	424
Electronic Product - Activity Information - Activity Information	5	14	84
Electronic Product - Electronic Product - Other Electronic Product	3	25	403

Campaign Name	Creative	Start	End	Days
HSBC - Overseas (CIBC) - Easy 10 Storage Fee Promotion 匯豐銀行 - 全球儲蓄卡優惠 - 享10倍儲蓄優惠		2009-11-24	2009-12-21	18
HSBC Insurance - Retirement Protection Plan - Pension 匯豐保險 - 退休金保障計劃 - 退休		2009-01-28	2009-02-27	34
HSBC - Home Service - Open an Account By 31 March 2009 To Qualify For a Home Loan 匯豐銀行 - 家居服務 - 開戶優惠		2009-01-12	2009-02-21	31
HSBC - Easy 10% Off All Loans Group (HSBC Credit Card Promotion 匯豐銀行 - 匯豐信用卡優惠 - 享10%優惠		2009-01-25	2009-02-24	30
HSBC - Reserve Investment Loan Monthly Repayment - Successfully Apply To Your Card Account Offer To HSBC 800 匯豐銀行 - 匯豐投資貸款優惠 - 成功申請可享匯豐銀卡優惠				
Home Show - Home Viewing Day - 22% Off Discount Because To HSBC 心心相印 - 心心相印優惠 - 匯豐銀行新年大優惠				
HSBC - Home Service - Open an Account By 31 March 2009 To Qualify For a Home Loan 匯豐銀行 - 家居服務 - 開戶優惠				

Campaigns	Q1	Q2	Q3	Q4
	Feb	Mar	Apr	May
Sony - Love Sony More - Offer Package And Prizes For You Sent By Sony Style				
Sony - Digital Photo Frame - 8-Rama GSP-VNS8 / GSP-VNS8 / GSP-VNS8 - Promotion				
Sony - Discover Life's Surprising Comfort - Share With Us That Photo And Stand A Chance To Win A Cyber-Sony - Digital Single Lens Reflex Camera (DSLR) - A550 - Promotion				
Sony - Digital Camera - Cyber-shot / Handcam / DSLR Series - Promotion				



“ Invest in competitive intelligence or compete blind ”

-- Rolf Schonhowd

Publisher Detail Reports:

- Access detailed publisher information to determine the best publishers and channels for your campaigns.
- View campaign and creative frequencies by month, advertiser or publisher.
- If you're a publisher, use these reports to see who is advertising on your competitors' sites.

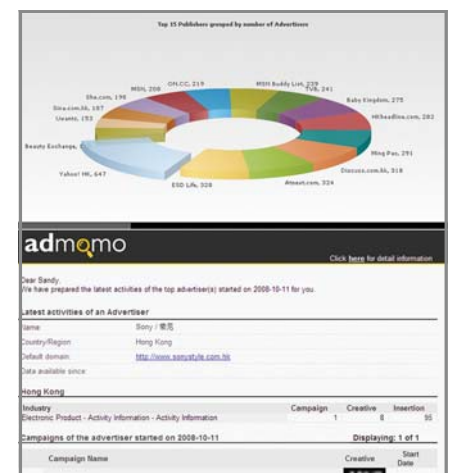
Ad Spend Comparison Analysis:

- Create competitive spending comparisons by advertiser or campaign activities.
- Customize reports using multiple advertisers, comparing ad spending, number of campaigns run and common publishers, etc.
- Generate sophisticated and easy to understand comparison charts and reports for management review.

Personalized Dashboard & Email Alerts:

- Create customized information at a glance that is accurate and up-to-date.
- Configure preferences to meet your own data needs, including the reports you want to receive on a daily, weekly or monthly basis.
- Receive alerts by new campaign, new advertiser and high traffic to create maximum response time to competitor activities.

Publisher Name	Campaign Name	Start Date
South China Morning Post	Emirates Airline - Global Adverts / Campaign / Cdn Ad / Toyota - Boosting Promotion	2008-02-19
Yahoo! HK	Converse - Brand Promotion - 區域 - 品牌宣傳	2008-02-19
Yahoo! HK	Emirates airline - Dubai / Adverts / Campaign / Cdn Ad / Toyota - Boosting Promotion	2008-02-19
AdMart.com	Emirates Airline - Global Adverts / Campaign / Cdn Ad / Toyota - Boosting Promotion	2008-02-19
AdMart.com	Emirates Airline - Global Adverts / Campaign / Cdn Ad / Toyota - Boosting Promotion	2008-02-19
AdMart.com	Emirates Airline - Global Adverts / Campaign / Cdn Ad / Toyota - Boosting Promotion	2008-02-19
DN.CC	Sony Ericsson - Mobile Phone - T702 - New Colour Series Launch 索尼愛立信 手機新機 - T702 全新彩色新機	2008-02-19
DN.CC	Sony Ericsson - Mobile Phone - T702 - Purchase 100 Free Green Shopping Bags 索尼愛立信 手機新機 - T702 購買贈送綠包	2008-02-19
DN.CC	Emirates Airline - Global Adverts / Campaign / Cdn Ad / Toyota - Boosting Promotion	2008-02-19
USA Buddy Ltd	Converse - Brand Promotion - 區域 - 品牌宣傳	2008-02-19
South China Morning Post	Cathey Pacific Airline - Sydney Ad / Toyota - Smart Travel Booking Offer By February 28 Promotion 亞細亞航空 - 亞細亞航空 旅行社廣告訂機票減價及二月 11 日宣傳	2008-02-19
Yahoo! HK	Bupa Health Insurance - Visitor Medical Insurance For Ten Months Promotion 保 險 - 為十個月醫療保險宣傳	2008-02-19





www.admomo.com

Monitor online advertising 24/7 with Admomo CIA

With Admomo CIA, you can keep track of what your competitors are up to even when you're fast asleep. Our proprietary technologies do the work for you around the clock, probing Web traffic patterns continuously so you always have the most accurate, up-to-the-minute information on online ad space usage at your fingertips.

Admomo CIA delivers:

- **Global measurement capabilities.** Measure activity daily across 10,000+ websites in 20 different countries for advertiser activity.
- **Flexible monitoring options.** Monitor pages with higher traffic more frequently to accurately capture all advertising activities at any point in time.
- **Robust measurement tools.** Access information about impressions, estimated spending and creative content for any ad size or format.
- **New ad format monitoring.** Receive reports on the most popular rich media platforms in use today, including expandable formats and video-enabled ads.
- **Customizable data views.** Capture ad activity at all site levels that visitors frequent, including channels and sub-channels.

About Admomo Media

A growing force in online advertising intelligence, Admomo Media offers clients the critical information they need regarding competitor strategies, campaigns, creative and methodologies to make timely, informed decisions.

The goal of its flagship product, Admomo CIA, is to give business leaders on-demand tools for analyzing market trends, competitor initiatives and spending in an intuitive, up-to-the-minute environment.

Admomo IA also offers its customers Admomo MIA – Media Planning Intelligence Agent, and Admomo KIA – Keyword Intelligence Agent, to support other aspects of advertising and marketing initiatives.

For more information:

Visit www.admomo.com

Email us at sales@admomo.com