PRODUCTS TABLE

Performance Retargeting Service

Product Description: Retargeting campaign optimized to conversion related goals, executed on existing Users from the Client's website or app.

settlement model:
Dynamic CPC "dynamic cost per click" - calculated as a product of number of clicks and variable rate controlled by RTB House;

Branding Service

Product Description: RTB House will run for the Client a branding campaign on the Inventory, which aim is to communicate Client's brand and offer it to a wide audience of Internet users.

Settlement models:

1) **CPM "**cost per mile"- calculated by multiplying the CPM rate by the number of CPM units (one thousand impressions);

2) **vCPM "cost per 1.000 in-view impressions" – calculated for:**

   a) **Streaming Video -** by multiplying the vCPM rate by the number of vCPM units (one thousand in-view impressions whereas in-view impression is defined as an impression where at least 50% of the player is visible on-screen and the page in focus for at least two continuous seconds);

   b) **Display -** by multiplying the vCPM rate by the number of vCPM units (one thousand in-view impressions whereas in-view impression is defined as an impression where at least 50% of the banner creation – or 30% if the banner creation is as large or larger in area than 970x250 - is visible to users for at least one continuous second;

3) **CPCV "cost per completed impression" -** calculated by multiplying the CPCV rate by the number of completed impressions defined as an impression where a video creation was played in at either 25%, 50%, 75% or 100% of its total duration, as agreed for a specific Service in the Campaign Order.