



The leading provider of interactive advertising solutions for local publishers, broadcasters and advertisers in any media

June 2011

Solutions in Any Media

Coupons

Deal Vouchers

The Bigger Better Deal™

Syndication Network™

On Line | Mobile | Newsprint | TV & Radio | Cable | Affiliate

Corporate Overview

- Privately held, based in San Diego, California, founded in 2008
 - 50 employees
- 850 Publications & 25,000 advertisers, growing rapidly
- Well funded, \$mm cash on balance sheet
- No venture capital
 - Deep pocket investor pool
- Seasoned management, engineering and board of directors: Ernie Pomerantz & Randy Lunn

Strategic Clients

ANALOG ANALYTICS NORTH AMERICA CLIENTS

Analog Analytics offers accountable advertising products and services to publishers and broadcasters in any media across the country. We currently work with over 850 publishers and broadcasters across the United States, and we are rapidly expanding into Europe, Asia, and Latin America.



HEARST corporation



Why Analog Analytics

- Industry leading software: proven success
 - massively scalable, fault tolerant, self serve, robust analytics, integrated mobile
 - 850+ publishers and broadcasters
- Best business practices
 - Sales, marketing, rollout with seasoned account managers
- Traffic management, analytics and analysis
 - SEM, SEO, affiliate marketing, email, social networking
- Syndication network for local and national deals

Best Business Practices

- Exhaustive business documentation
 - Sales
 - Marketing
 - Accounting
 - Process rollout and scalability
 - Seasoned account manager support
 - Updated monthly

Traffic Analytics Optimization

- SEM
- SEO
- eMail
 - Daily & opt in blasts
- Affiliate Marketing
- Social Networking
 - Face Book, Twitter
- Traditional Media
 - TV, Radio, Newsprint

Business Strategy

- Empower publishers and broadcasters to generate immediate revenue from existing and new advertisers
- New consumer based revenue stream
- Fully leverage on line advertising with pay for performance accountable advertising
- Create a nationwide and worldwide network for publishers and broadcasters to source & syndicate daily deals.

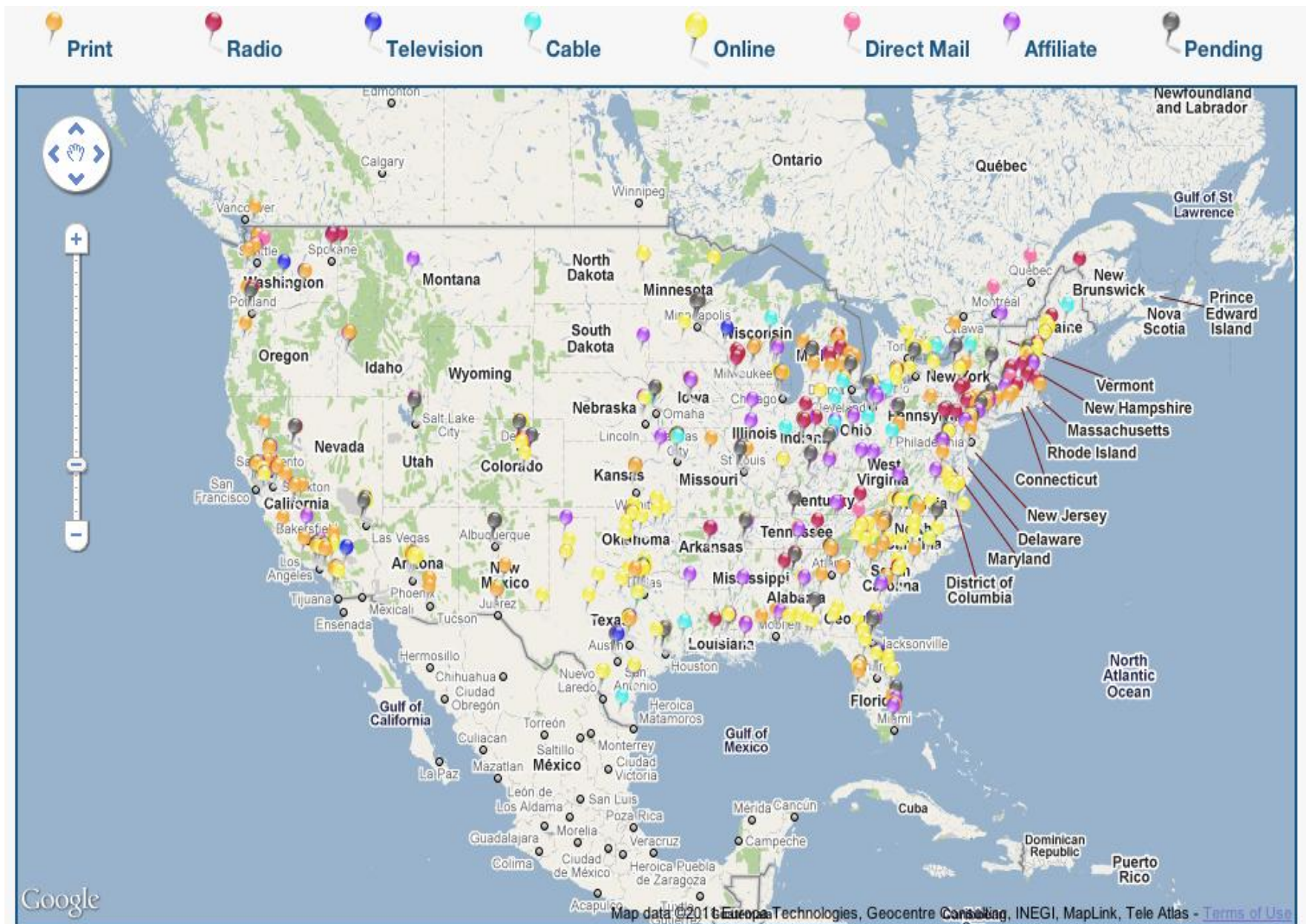
Why Analog Analytics

- Focus on being the industry leading deal of day platform for pubs and broadcasters world wide
- Intensive investment in business
 - Agile software iteration, updates monthly
 - Deal syndication locally & nationwide
 - Robust API for customization
 - Engineering resources allocated to client customization
 - Account management support and analytics
 - Traffic management & optimization

Why Analog Analytics

- Syndication locally and nationwide in the largest INTER - MEDIA daily deal network
 - Daily deal inventory across 100 DMA's provide buy and sell side deals (Q2, 2011)
 - Small publishers / broadcasters can buy a deal when they do not have inventory
 - Larger can sell their deal across the network
- Syndication marries TV, radio, newsprint, Alt weeklies, cable and direct mail companies into a single daily deal inventory platform

Inter-Media Daily Deal Syndication



Publisher & Broadcaster Benefits

- Reverses the traditional advertising model
 - Generate revenue first, deliver products & services afterwards
 - Accountable advertising for small businesses
- New revenue source from subscriber base
- New advertisers
- Increases traffic
- Competes against Groupon and reinforces publisher advertiser relationship

Coupon Template

Capture registrations

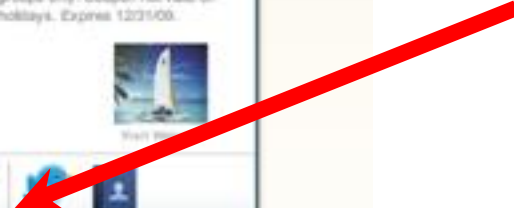


Hosted iFrame

Search meta data



Mobile TXT



Social networks



Deal Vouchers

FORD YEAR END SALES EVENT Roll over to learn more

What's Cooking? 3

RESTAURANT GUIDE TO GREATER NEW HAVEN

New Haven Register | home | marketplace | classifieds

save up to 35% on these restaurant gift certificates.

	Anastasio's Ristorante \$25 Gift Card 129 Wooster Street, New Haven, CT 06511 (203) 776-4825	Only \$16.50 Buy Now 3 available
	Biagetti's \$50 Gift Card 7 Campbell Avenue, West Haven, CT 06516 (203) 934-7700	Only \$34.50 Buy Now 18 available

All purchased restaurant cards will be sent by mail to the address which you provide while making a transaction. Please call the New Haven Register at 203-789-5200 with questions. Click for Official Rules.

NewHavenRegister.com, delivers the most comprehensive news and classified ads in Connecticut.

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21 FEB [Home](#) [Daily Deal](#) [Local Coupons](#) [Local Ads](#) [Grocery Coupons](#) [Half-Off Depot](#) [Special Sections](#) ✓ You have no saved items!

All Local Coupons Page [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) ...12 Next >> Ads per page

Search Coupons

Name, Category or Zip

Categories

All (45 unique)

- ▶ Automotive (8)
- ▶ Dining & Restaurants (11)
- ▶ Fitness & Beauty (4)
- ▶ Health & Medical (6)
- ▶ Home & Garden (6)
- ▶ Local Services (7)
- ▶ Shops & Retail (3)

Advertisers

All (45 unique)

- A Shade Above (1)
- American Dry Cleaners & Laundry (2)
- At Your Service (2)
- Brothers Heating, Cooling & Plumbing (3)
- Brownlee Jewelers (1)
- Dr Jazz Detailing & Car Wash (1)
- DSM Nutritional Products, Inc. (1)
- Econo Auto Painting & Body Works (1)
- Factory Mattress (1)
- JC Spa (2)
- M.D. Laser Studio (1)
- Macy's (1)
- Merck & Co., Inc. (1)
- Miracle-Ear (2)

Breakfast bar \$5.99

BREAKFAST BAR COUPON \$5.99 EXPIRES 2/27/11 NO OTHER DISCOUNT APPLIES Sat/Sun 6am-2pm

[Click to see larger image](#)

Shoney's
8531 N Tryon St
Charlotte, NC

Save up to \$250 on a CO2

SAVE up to \$250 on CO2! Cannot be combined with other offers.

[Click to see larger image](#)

M.D. Laser Studio

704-664-4247
[Visit Website](#)

Brake Service Oil Change

Precision Tune Auto Care Brake Service \$99.90 Most Vehicles Per Axle Ceramic Addl. For A Limited Time At Participating Locations. Not Valid With Any Other Offers. Supply Fees Additional. See Manager For Details

[Click to see larger image](#)

Precision Tune Auto Care

Breakfast bar \$5.99

BREAKFAST BAR COUPON \$5.99 EXPIRES 2/24/11 NO OTHER DISCOUNT APPLIES Sat/Sun 6am-2pm

[Click to see larger image](#)

Shoney's
8531 N Tryon St
Charlotte, NC

The Bigger Better Deal

\$188,000 in a single day

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deal of the day

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TODAY'S DEAL **50% off! Round Trip Fare to Catalina Island for \$34! (\$68 Value)**

CATALINA FLYER

Catalina Passenger Service
400 Main St., Balboa Pavilion
Newport Beach, CA 92661
(800) 830-7744
catalinainfo.com

HIGHLIGHTS:
Boat departs from Newport Beach

- Our Catalina Flyer, the largest passenger-carrying catamaran on the West Coast, features a richly appointed interior, sweeping sun decks, full-service cocktail lounges, stately viewing windows and Ride Control.



TODAY'S DEAL OF THE DAY
Round Trip Fare to Catalina Island for \$34! (\$68 Value)

\$68
VALUE

\$34
TODAYS DEAL

\$34
YOU SAVE

NO LONGER AVAILABLE

00:00:00
TIME LEFT TO BUY

5457
DEALS SOLD

THE DEAL IS OVER

SHARE WITH A FRIEND Like **72**

Analytics & Reporting



logged in as demo@analoganalytics.com

campaigns offers publishers analytics b2b marketing add user log out

Reports: Coupon Performance

April 20, 2009

to April 27, 2009

Dora Walker Studio

25% Off Piano Lesson

Buy \$75 - \$100 worth. New students only. Not valid with other offers.

Dora Walker Studio
4232 Wilton Drive
San Diego, CA 92128
(619) 287-6706

**BETTER DEAL
CLICK NOW**

Print Email SMS Twitter Facebook Map

Placement Summary

Placement	Impressions	Clicks	Coupons	50.0%	Text Messages	Calls	Emails	Conversions	0.0%
Yahoo!	2	2	1	50.0%	0	0	0	0	0.0%

Metro Region Summary

Metro Region	Coupons	Coupon Share
San Diego CA	1	100%

Activation Summary

Store	Coupons	Coupon Share
No records found.		



Deal Voucher Analytics



logged in as admin@nhregister.com

[advertisers](#)

[analytics](#)

[log out](#)

Analytics | Advertisers

December 14, 2009  to December 21, 2009 

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Advertiser ▲	Impressions	Units Sold	Conversion Rate	Unit Price	Revenue
Anastasio's Ristorante	12	1	8.3%	\$16.50	\$16.50
Blagetti's	12	2	16.7%	\$34.50	\$69.00

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Merchant Advertiser Benefits

- Completely changes the advertising model
- Sell first, get paid first, deliver products and services later
- Risk free, eliminates the uncertainty of advertising for the first time
- Creates new customers and empowers up sell

Revenue Share Model

- Software as service model
 - Credit card fee ~3% pass through to publisher / broadcaster
- 7% gross revenue share to Analog Analytics
- Merchant advertiser = 50%
- Publisher broadcaster = 40%
- Coupons offered as a monthly service
~\$500.00 per month

Syndication Model

- Merchant Advertiser = 50%
- Deal originator who sources deal = 15%
- Deal publishers who sells deal in syndication = 20%
- Analog deal network provider = 15%
- Banking credit card 3% fee is passed on to publisher / broadcaster who sells deal

Strategic Value

- Focused ONLY on Publishers and Broadcasters
 - Analog does not compete with its clients
- Can provide exclusivity carve outs in each market for other radio broadcasters
- Scalable deal distribution in local and national markets

Tactical Differentiation

- Robust, scalable, self serve software with integrated mobile
 - World class engineering resources available for customization and integration
- Best of breed business practices - operational expertise to grow quickly, efficiently and optimize
- Traffic, analytics and analysis
- Intra-Media syndication
- Patents Pending

Key Executives

- Ken Kalb, CEO co-founder
 - CEO SearchRev 6X ROI in 15 mos, CEO co-founder Continuous Computing, \$100mm revenue, patents. E&Y Entrepreneur of the Year 2005
- Tom Buscher, CTO co-founder
 - Ph.D. Physics and Mathematics, SUNY, Bell Labs Distinguished Member
- Oliver Gratry, CFO
 - Needham Capital Partners, Morgan Stanley, Yale, Stanford MBA
- Christina Liao, Director of Account Management
 - UC San Diego, Communications & Art
- David Kandasamy
 - Search & Traffic, multiple patents, former CTO SearchRev
- Juan Fang
 - Master of Statistics North Carolina State University, Raleigh SAS Certified Advanced Programmer SAS Certified Base



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