

HYPER *BIDDER*

The only Ad Auction Network where *all bidders* win!!!



WE BRIDGE THE BRANDS THAT REALLY MATTER!

The Higher the bid, the more frequently the ad is served

Phone: (650) 265-4099 Fax: (650) 265-4099
www.hyperbidder.com

HYPER ***BIDDER***

What value does Hyperbidder bring to Media Buyers?

- All bidders win...
- No one is left out
- Transparency
- Real Time: > Ad Serving Technology
 - > Ad Reporting
 - > Ad Auction (no start or end date)
- Proven Patent Pending Technology
- Media Buyers make the market, not the Publishers
- Flexible Budget Allocation for every campaign
- Never missed campaigns
- Ability to join any live campaign at any time
- Ability to bid, adjust bid, add funds to any live flights
- Ability to change, modify ranking so ads served accordingly

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Hyperbidder is the most unique Ad Auction Network

Hyperbidder provides methods whereby publishers having ad space make segments of that space available to potential media buyers, and media buyers gain access to the advertising segments through competitive bidding. Under these methods, publishers are able to sell different segments of their platforms at different prices on a competitive bidding basis, the prices being determined by such things as quality, quantity, viewer response, etc. This gives a level of access to every potential media buyer who can purchase as much or as little of a specific category, demographics, or certain publisher's ad space as desired, according to competitive bidding. The media buyer chooses the category, demographics, or publishers he wants to advertise on and also determines how much he is willing to pay for their advertising space. This will result in a benefit to publishers through an increase in the overall use of their available ad space, and will result in a benefit to media buyers by providing at least some level of access to such ad space by any potential media buyer.

Hyperbidder organizes and categorizes the available segments, and makes them available to potential media buyers. Through Hyperbidder, the potential media buyer is able to determine what his advertising dollar will purchase in terms of the available segments. Then, the media buyer places a bid for the desired segments. The bidding and response process is an interactive one, and can be accomplished using any appropriate interactive method. Once a bid is placed, the ad media is uploaded for review by Hyperbidder, and in some cases by Publishers so as to avoid serving of scandalous, false or otherwise inappropriate content.

Hyperbidder differs when it comes to all Ad Exchange, or Ad Auction Networks. Hyperbidder is the only Ad Auction Network where all bidders are winners. With all the other Ad Auction Networks, Media Buyers feel they just wasted their time and energy, as they do not get to have their ad media shown unless they are the winner (highest bidder). So, once they see how these Networks wasted their time, and efforts, they may never want to use them again. Just for that very reason, Hyperbidder, and its patent pending technology makes it very rewarding for media buyers to use the system. With Hyperbidder, media buyers do not have to worry about wasting their time, or energy in case they are not the highest bidder. Hyperbidder's unique auction is geared towards helping all participants come out as winners. The goal of the auction is not to have just the highest bidder gets it all, but to have a more fair system to divide the available ad space among all participants based on their bid amounts. The higher a buyer's bid is, the more frequently his ad will be served on that specific category, campaign, or ad space.

Through these methods, the media buyer determines how much he will spend to place advertising on the publisher's space knowing that the higher rate he pays, the more displays or segments his advertising will receive on the publisher's ad space. Through competitive bidding, media buyers have the freedom and flexibility to determine how much they are willing to pay for given advertising segments on a specific publisher's advertising space. These methods also help both publishers and media buyers by allowing media buyers learn the cost of advertising on a specific category, campaign, publisher's web site or publisher's ad space. The methods of Hyperbidder can be applied to large businesses, medium size businesses or small businesses.

At Hyperbidder, the media buyer may bid for this space based on (1) the number of times his ad is simply displayed to users on the web site (CPM); or (2) whether or not the user clicks through the ad, taking the user to the media buyer's own web site (CPC). With these methods, no matter how small or large the media buyer's budget, the media buyer is able to advertise at some level or any given category, campaign, or publisher's space. At Hyperbidder, we provide methods that allow media buyers to share rotating ad space by allowing different media buyers to place their ad on selected segments of such space by competitively bidding for such segments.

Here, at Hyperbidder, we provide the methods that allow all media buyers fair access to wide ranging advertising space (segments) on a competitive bidding basis. This allows media buyers, not publishers, to establish the value of advertising segments through a competitive bidding process. The media buyers can choose to buy ad media by demographics, certain categories, a la carte (specific site), or our entire network. If the media buyer sees a publisher whose advertising space they desire to access, the media buyer registers with Hyperbidder in order to bid on the space. Thereafter, the media buyer is redirected to another web page where he is instructed regarding uploading of his banners onto the servers of Hyperbidder. The media buyer can later add, edit and assign banners to be used for different ad campaigns. At this point, the media buyer is ready to place a bid to advertise on any publisher's web site that is listed with Hyperbidder. Since the banners are displayed on the Publisher's site through a rotating banner mechanism, Hyperbidder's unique algorithm determines whose banner should be displayed on the rotation according to the calculations made based on the dollar amounts of the bids and the rankings (from the highest bid to the lowest bid). The bidding sets the ranking of the media buyers, which relates to the frequency of ad displays. It is a one of a kind auction, unlike all other known auctions. With Hyperbidder, every bidder with a minimum bid gets to advertise.

During the advertising campaign, from among all the participating media buyers, the highest ranked media buyer will have his banner ad shown on the publisher's web site more times than any of the other participants. It is also possible for all media buyers to place new bids, make changes to their bids, or edit their banners, during an advertising campaign. As more and more publishers make their ad space (segments) available, and more and more media buyers bid on that space, a natural ranking of the most popular advertising space also takes place.

Hyperbidder gives media buyers, business owners the power, freedom and flexibility to choose what businesses (publishers) they should place their bids on, and how much their bids should be for each publisher. Based on historical data, Hyperbidder's search engine, when a potential publisher enters a term identifying particular goods or services, it can learn the names of all businesses that sell or provide the specific goods or services entered. Similarly, when a potential media buyer searches the web site of Hyperbidder, the search results are organized according to the number of advertisers that had placed bids on the publisher, as well as by the amount of bids that were placed. The larger the number of bidders and/or the higher the amounts of the bids for a given publisher, the higher the publisher will be ranked in the search results. This saves considerable time and energy, and provides valuable information to those who access and search Hyperbidder, since those who care the most – the business experts in the relevant market – are the ones placing the bids which determine the ranking. In addition, as the number of media buyers working through Hyperbidder increases, an ever-increasing list of products and services will develop. Eventually, this list may be accessed by potential media buyers who want to identify products and/or services that have an established track record through Hyperbidder. Thus, Hyperbidder itself may act as a clearing house for potential media buyers of products and services. Accordingly, Hyperbidder creates a self-serve market place for selling and buying advertising without the fear of rejection regardless of the price the media buyer is willing to pay. In addition to providing an advertising market place for the place of advertising, Hyperbidder also serves as a sales force team for media buyers, and as an accurate search engine for information regarding the popularity of advertising space and advertised products and services.

Hyperbidder versus other Ad Auction Networks

Why do we claim Hyperbidder is a day and night difference when it comes to comparing it to other Ad Auction Networks?

Simple. What other Ad Network can a media buyer go to, find an ad auction that has no start, or end date for placing a bid? With Hyperbidder, media buyer can come at any time, place a bid, and join the campaign. Furthermore, the media buyer can even adjust the bid while the campaign is live to receive the desired ranking, or frequencies for the ad.

Also, where else can a media buyer find a Network that has ad campaigns with no start, or end date? Hyperbidder runs campaigns in real time. Media buyers can get in, and out at any time. They can see reports; impressions served, and click through ratios all in real time. With Hyperbidder, media buyers would never say: "Shoot, I really wanted to advertise on this campaign, but it is too late" as Hyperbidder campaigns, and the auction that is tied to each campaign are always on.

In addition, where else do you see a media buyer that has no fear of losing out, wasting time, or energy buying media through an auction? Only at Hyperbidder, the media buyer has the peace of mind that no matter what, his ad is served on the campaign he placed a bid on. According to his bid amount, he is ranked. And his ad will receive a frequency based on his ranking, and the number of the bidders. Hyperbidder algorithm does all the calculations based on the number of bidders; their bid amounts, and ranks them accordingly.

Below you can see a good example of how Hyperbidder works:

Let's assume a very popular advertising and marketing trade show uses Hyperbidder to sell their web site's ad space. Let's call them ***Market Ads & More***. Because they are a very large, and respected trade show that focuses on Internet Advertising & Marketing, they believe they should have a high minimum starting bid per CPM. So they set their minimum starting bid at \$100/CPM (a lot higher than the usual \$0.50-\$2.50/CPM range) with \$5.00 bidding increments. Now let us also assume that they have a show once every three months. During their off peak months, they would have their regular advertisers that have bids that are close to their starting bids, so the amount of their earnings from advertising would be limited to that. However, as the time to their show approaches, they would see more interested advertisers bidding for their ad space creating a bid war to receive more frequencies for their ad for the same ad space. All bidders are content knowing that whatever their budget, or their bid amount may be, they still will have their ads served onto that important trade show's web site. So during, and right before shows, ***Market Ads & More*** will generate the highest ad revenues all due to using Hyperbidder, and its inviting system. Hyperbidder allows media buyers decide the real ad value of the site, category, or each campaign.

With Hyperbidder, every media buyer, and every ad is a winner (see the sample below)

Rank	Advertisers	CPM	Total Bid Points	Ad Frequencies
1	Highest Bidder	\$1.50	81.25	64.29%
2	2 nd Highest Bidder	\$1.45	74.75	28.57%
3	3 rd Highest Bidder	\$1.40	71.50	7.14%

This example is based on three buyers (bidders). With more media buyers in the campaign, ad frequencies change by Hyperbidder algorithm.

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Some of our publishers include the following:

Userplane.com
TimeandDate.com
Bravenetmedianetwork.com
boreme.com
Tagged.com
gsmarena.com
Hotfreelayouts.com
WorldLingoTranslations.com
Yousendit.com
MMOguru.com
PerfSpot.com
GameBattles.com
Members.Freewebs.com
dailyhaha.com
Swirve.com
iwebsitedesigner.com
Reklamstore.com
Valence Media
Killsometime.com
b5media.com
NBC.com
denyfilters.com
Date.com
HavenInternetServices.com
justbreastcancer.com
Bigfishtackle.com
mygirlyspace.com
ILovelm.com
Zorpia.com
Unexplained-mysteries.com
Myphotoalbum.com

worldlingo.com
PrimaryGames.com
afterdawn.com
SAVVY.COM
joinaxxess.com
GREENORC.com
thecelebritycafe.com
Tribe.net
trekkertime.com
Biggeststars.com
Grandestrellas.com
freerooms.com
Okcupid.com
egotastic.com
iEntry.com
ultimate-guitar.com
Torrentreactor.net
australiabigbook.com
Urbanchat.com
gameforever.com
InterShopZone.com
everyonesconnected.com
AXcessnews.com
globe7.com
FileCabi.net
oxyshare.com
Kontraband.com
fanhost.com
AboveTopSecret.com
anime-source.com
ThatVideoSite.com

webandblog.net
DowneLink.com
geesde.com
RealGM.com
aquabid.com
ttrpg.net
qh2.com
Vibeflog.com
beachhouse.com
newratings.com
caedes.net
neatpda.com
gagreport.com
mytempdir.com
cuteoverload.com
guilduniverse.com
arcamax.com
dgemu.com
rpgdreamers.com
triplejack.com
coolminiornot.com
instablogs.com
inseparabile.com
petwebsite.com
houseoflyrics.com
anonymousinfex.com
tightbeatz.com
newcheatsforum.com
historyforkids.org
realvibez.com
matchmaker.com

mrnussbaum.com
popoholic.com
virginmoney.com
safehaven.com
gamerstemple.com
thetravisty.com
fantasyfootballadvisor.com
staticfiends.com
fantasysportscentral.com
wizbangblog.com
hispanoclick.com
menupix.com
cheatcodesgalore.com
photos-of-the-year.com
travelbbc.net
menupix.com
freshcool.com
arabuser.com
ourhealthy.net
tcsdaily.com
psychicguild.com
getwayto.com
videogamereview.com
4therapy.com
revenueppc.com
travelsiteindex.com
claxon.com
shinsen-subs.org
pubclub.com
HollywoodStockExchange.com
and many more...

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Compare to see how we differ from competition

Other Ad Auction Networks	Hyperbidder
- Start & end date for auction	- Ongoing - Never ends - Real Time (Even when campaign is live)
- Only the highest bidder wins (Waste of time & effort unless you win)	- Every bidder (media buyer) wins. (No waste of time & effort as everyone wins)
- Budget limitations	- No budget limitations
- No budget allocations into different campaigns	-Media buyers can allocate any portion of their budget to any campaigns, or demographics
- Most of them are not transparent	- Hyperbidder is transparent
- Bidders can not participate in bidding once the campaign is live	- Any Bidder can bid on any campaign at any time (There is no start or end date as anyone can join, bid, adjust bid at any time)

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