

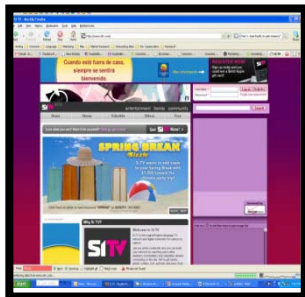
# About Consorte Media



## Lead Generation/Search Marketing

Our hosted lead generation services deliver quality, non-incentivized Hispanic sales leads.

Our Search Marketing solutions take ROI driven campaigns to the next level: search as research, brand awareness, conversions.



## Publisher Representation Services

We offer Publisher Representation Services to a growing number of highly trafficked, well branded sites with large Hispanic audiences. These exclusive relationships provide advertisers with high impact, integrated campaigns, including site takeovers, sponsorships, rich media, video, and pioneering platforms like widgets, SMS, and mobile.



## Premium Publisher Network

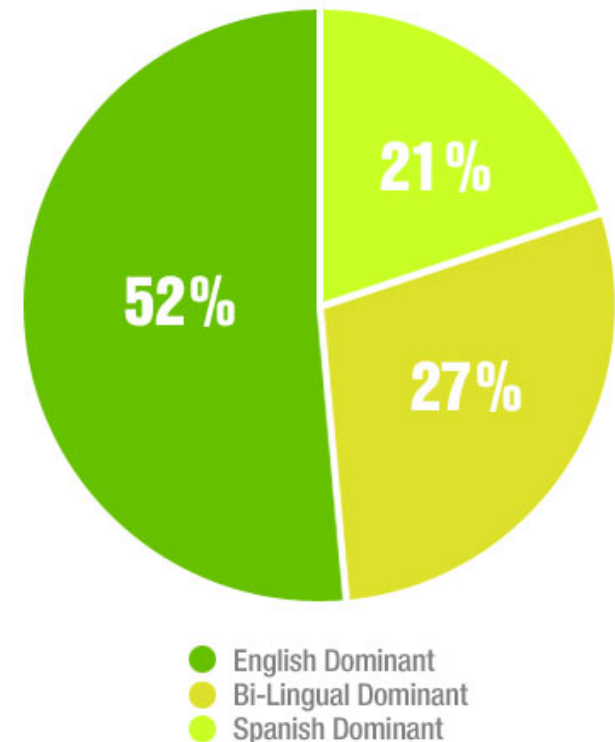
Our Hispanic-focused Premium Publisher Network offers advertisers premium placements across a wide range of high quality sites, for establishing meaningful brand interactions.

# SEM - U.S Hispanics

## U.S. Hispanics: Underserved Market

- The purchasing power of U.S. Hispanics is growing faster than all other ethnic segments; it is currently more than \$750 billion and will exceed \$1 trillion by 2010.
- The Internet is a mass reach medium to reach Hispanics: 6 out of 10 have access from any location.
- While the U.S. Hispanic market is just 2 percent of the total search market worldwide, they are growing by 5 percent year over year.\*
- Search engines used by U.S. Hispanics: Google: 87%; Yahoo! Search: 68%; MSN Search: 40%; Ask Jeeves: 32%; Altavista: 12%; Lycos Search: 11%; Other: 7%
- After using a search engine, U.S. Hispanic Internet users estimate they purchase 38% of products online.

## Online Hispanic Language Preferences



Source: "Conexión Cultural" report by Yahoo! Telemundo and Simmons Research, 2007; 2003 Current Population Survey and Mediamark Research Inc. (MRI) Fall 2004; ComScore Media Metrix, 2006; \*Search Engine Watch, July 2007; "The AOL Latino 2006 Hispanic Cyberstudy" conducted by Synovate AOL/Roper 2006; 2006 Hispanics Survey, conducted by Media-Screen (Google)

# SEM – Latin America

## Latin America: Internet Usage

- The average Latin American Internet user spent 29 hours online during the month – more than the global average of 25 hours.
- Video Search has a high penetration with the U.S. Hispanic market and Latin America.
- According to Jack Flanagan of comScore Networks:
  - Three countries in Latin America – Colombia, Brazil, and Argentina – have search levels per user almost double that of the U.S.\*
  - While the global search share is still small (approx. 7%), Latin American search growth is at 16%, second only to the Middle East.

Latin American Internet Penetration, June 2007			
Country	Total Population (000)	Monthly Unique Visitors (000)	Internet Penetration (%)
<i>Total Latin American Audience</i>	407,424	53,664	13
Argentina	30,262	7,233	24
Brazil	141,843	15,849	11
Chile	12,353	5,593	45
Colombia	31,144	2,708	9
Mexico	75,993	10,731	14
Puerto Rico	3,118	809	26

Notes:

1. Estimated users age 15+ active within 30 days from home or work computer as a percentage of total country population age 15+
2. Excludes traffic from public computers such as Internet cafes or access from mobile phones or PDAs
3. Source: US Census Bureau, International database. All adults, age 15+

Source: comScore World Metrix

Source: comScore 2007; : \*Search Engine Watch, July 200

# Consorte and SEM

## Key insights about the Hispanic market:

- U.S. Hispanics are comfortable performing searches in both English and Spanish
- Language matters: Deuda vs. Prestamos
- There has been a significant increase in Hispanic's search activity across all products/services



# Case Study: Best Buy Launches Spanish-language Website

Global electronics retailer Best Buy launched a Spanish-language version of their website in November 2007. The company partnered with Consorte to drive awareness and qualified traffic to the newly launched site.

## OUR MULTI-FACETED APPROACH:

### 1. SEARCH MARKETING

- Utilized search engines such as Google, Yahoo!, and MSN
- Identified and optimized keywords in Spanish and English combinations to drive qualified traffic to the website
- Tested different language combination strategies and product categories to better market Best Buy's Extensive product catalog offering

### 2. DISPLAY MEDIA

- Banner Creative Production
- Distribution through Consorte Media's Premium Publisher Network
- Continuous evaluation and optimization

# Case Study: RESULTS

- The SEM component delivered not only traffic but conversions.
- Consorte Media collected detailed performance data related to creative messaging, product category interests and site interaction preferences.
- Consorte Media's data-driven approach revealed valuable insights about Hispanic's online search behavior.
- Campaign reinforced overall awareness of Hispanics as engaged online consumers who are indeed researching and purchasing products online.

# Conclusion

- The U.S. Hispanic and Latin American markets represent huge opportunity
- SEM done well is a cost-effective way to reach Hispanics and increase conversion rates
- But SEM alone won't capture the entire market just yet