




Grocery Shopping Network vs. Yahoo! Consumer Direct.

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Because GSN offers a combination of broad advertising reach and measurable ROI for companies who want to advertise products sold in grocery stores, the network is often compared to Yahoo! Consumer Direct. This paper analyzes the similarities and differences.

Yahoo! Consumer Direct is a broad and powerful advertising vehicle, combining the unparalleled reach of Yahoo! with Nielsen analytics, and using Yahoo's behavioral and contextual targeting to provide a large reach of consumers with attributes of grocery shoppers.

Grocery Shopping Network is comparable, in a sense a 'distilled' version of the Yahoo! Consumer Direct offering. The reach is only to consumers who are using their grocery store website to plan their store visit, and the measurement is directly from POS cash register data, and not projected from panel households.

	<p>Yahoo and GSN: A Spirited Comparison.</p>
<p>Yahoo Consumer Direct: A large cocktail of targeted consumers.</p>	
<p>GSN: Distilled to just grocery shoppers.</p>	

	GSN	Yahoo! Consumer Direct
Reach	6mm shoppers monthly at 5500 grocery store websites in the U.S. reached across the Grocery Shopping Network.	Up to 50mm online U.S. users who have behavioral or demographic attributes of food buyers, reached across the Yahoo! network.
Analytics/ROI	POS data (actual sales at the grocer) is analyzed from a cross section of grocery stores serving over 26mm households. The households who visited the grocery websites are isolated and the relative lift is calculated between households who visited the grocery websites and those that did not.	Scanner (HomeScan) data, volunteered by panelists from 200,000 home scanners or other reporting methods, is collected, tabulated, and the results are projected to the total ad buy to estimate the total lift at the store level.
Environment	Distilled grocery shopping environment. 100% grocery store websites that are run by grocers to enable their shoppers to plan what to buy when they visit the grocery store.	Broad mix of content and consumer media. Exposures range from food sites to consumer email, reaching the consumer who has attributes of food buyers as measured by Nielsen.
Consumer 'mode'	Intent. Consumers visit their grocery store websites to plan what to buy at their favorite grocery store.	Varied. Some of the inventory is associated with food content, other is on other content where the user is targeted by behavior and demographics.
Targeting	All visitors to grocery store websites are shoppers. Targeting within the shopper category is available by store aisle within major food categories, or by consumer behavior.	Nielsen Homescan 'panel' is analyzed for purchase behavior, and their attributes are matched to other consumers on the Yahoo! network to enable reach and targeting.

*Our belief: If you like Yahoo! Consumer Direct, you will love GSN, and you will want to 'juice up' your Yahoo! buy with the distilled essence of shopper that is GSN, where you reach the consumer in the Moment of Decision, generating outstanding lift and sellthrough. Call your GSN sales representative, and we'd be happy to discuss over **your** favorite beverage.*