

Unleash the value of data.
Understand consumer intent
to boost your revenue.

Understanding consumer intent based on explicit and implicit actions from consumers on Internet-enabled devices is a key goal for businesses that want to deliver effective marketing and advertising messages. nPario provides data products and services that enable marketers to detect consumer intent for acquiring the right audience, delivering relevant messages, measuring campaign performance and optimizing campaign effectiveness in real time.

Data Proliferation: A Challenge and an Opportunity

The proliferation of broadband, digital devices, and content has generated vast amounts of data, often referred to as “Big Data”. By 2013, traffic flowing over the Internet will reach 667 Exabytes¹ annually, with mobile data alone doubling every year through 2013². But while the sheer amount and complexity of Big Data is overwhelming, it creates an unprecedented opportunity for businesses and marketers to understand, predict, and act upon consumer intent. At nPario, we believe that our data insights should boost your revenue by more than 10%.

Powering the Yahoo Marketing Engine

With over 550 million users, Yahoo, one of the largest Internet service providers, relies on nPario's patented technologies to manage the world's largest data system and power its marketing engine. nPario's data applications provide hundreds of Yahoo marketers and advertising partners an invaluable detailed understanding of consumer intent. With the help of nPario, Yahoo is able to:

- Capture consumer signals at a detailed level.
- Adjust product and marketing strategies in response to real time data-powered signals.
- Use deep analytics applications for fine-tuned targeting, product experimentation and fraud detection.
- Manage complex interactions and take immediate actions with automated processes and alerts.

As a result, Yahoo continues to deliver relevant content and experiences to consumers and effective marketing solutions to advertisers and advertising agencies.

¹ Five exabytes is equivalent to all words ever spoken by humans since the dawn of time.

² Cisco Visual Networking Index: Forecast and Methodology, 2008-2013, June 2009

nPario Segment Explorer

nPario Segment Explorer allows business users to discover, create, profile, track and target consumer segments:

Powerful

nPario Segment Explorer is a “self-service” application for defining and managing collections of consumers based on different, evolving criteria such as online behavior, keyword searches and demographic characteristics. Segments can be defined based on business objectives and profiled for shared characteristics or patterns, providing the foundation for additional targeting and optimization

Scalable

nPario Segment Explorer is built to work with the world’s largest production data warehouses, and is designed to pull insights from petabytes of data to deliver relevant content and advertising and enable better business decisions regardless of the amount or sources of data

Flexible

nPario Segment Explorer provides built-in reports analyzing the relation between consumer behavior, products, services and marketing campaigns and tracking changes in consumer segments overtime. Detailed data from nPario Segment Explorer can be easily exported for further modeling or analysis in Excel, SAS and other analytic applications.

nPario Insights

nPario Insights is a suite of analytics and actionable data mining applications that allow business users to dissect large sets of data to interpret consumer intent and improve business performance. Built on top of nPario Segment Explorer, the applications of nPario Insights offer:

Powerful data processing capabilities for in-depth, reliable insights into consumer intent

The same underlying technology is used to manage data from 120 online properties at Yahoo and delivers insights relevant to consumer segmentation and targeting, product experimentation, and fraud detection

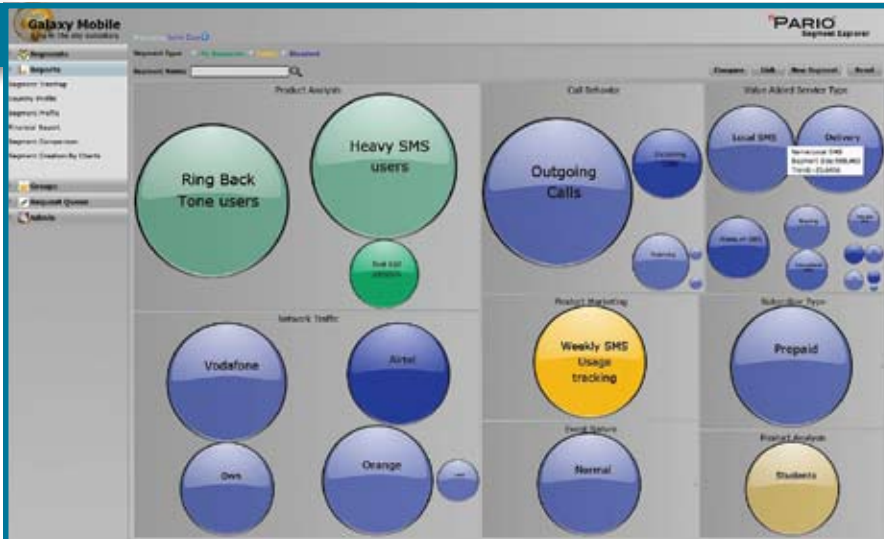
Integration across disparate data sources to develop a comprehensive, detailed view of consumer behavior

nPario Insights are based on data sources including online, mobile and offline data

Fully automated self-serve business user applications for ongoing intelligence

nPario Insights Applications include:

- Analytics
- Targeting
- Optimization



With nPario Segment Explorer business users gain clear insights into consumer segments and campaign effectiveness.

nPario Insights Engine

At the core of nPario's data products and services is the nPario Insights Engine, a set of patented technologies that allow organizations to retain and analyze virtually unlimited amount of granular observed data at low cost.

The features and benefits of the nPario Insights Engine include:

Easy installation, deployment, and maintenance

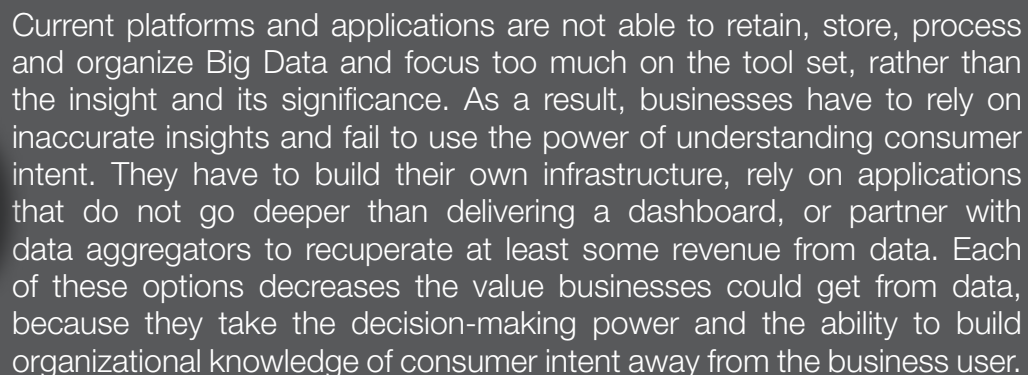
- Built on commodity hardware, with a standard SQL interface, the nPario Insights Engine has higher performance-to-price ratio than alternative custom-built or open source solutions
- Standards-based architecture also ensures seamless integration with existing infrastructure and applications
- Tasks can be automated to improve reliability
- The nPario Insights Engine can reside on top of existing data systems and infrastructure as well as the private and public cloud.

Peta-scale detailed data processing

- The patented technologies built into the nPario Insights Engine allow Yahoo to store and process vast amount of information from multiple sources including online, mobile and offline
- At the same time, the technology allows for the retention of the greatest level of detail necessary to understand and model consumer intent, while enabling anonymization and data sharing
- The nPario Insights Engine is already deployed and in use by Yahoo, where it successfully manages the world's largest data warehouse.

Native support for deep analytical actionable applications

- The nPario Insights Engine has a unique columnar architecture that allows for the development and deployment of complex yet scalable analytics applications that can slice and dice the data according to the ever-changing business needs
- The standard SQL interface enables rapid development and deployment for these applications.



Current platforms and applications are not able to retain, store, process and organize Big Data and focus too much on the tool set, rather than the insight and its significance. As a result, businesses have to rely on inaccurate insights and fail to use the power of understanding consumer intent. They have to build their own infrastructure, rely on applications that do not go deeper than delivering a dashboard, or partner with data aggregators to recuperate at least some revenue from data. Each of these options decreases the value businesses could get from data, because they take the decision-making power and the ability to build organizational knowledge of consumer intent away from the business user.



Intent Insights Impact

Data is locked up behind complex tools and expensive infrastructure. Unleashing the potential of data as an asset can boost revenue by more than 10%.

nPario was founded on the belief that organizations expect to create value from their data that translates into revenue growth. Organizations also expect to easily analyze the behavior of their users, understand their interest and intent, tailor a message to those users and reach them online or on their mobile device. We are set to unleash the value of the data asset for our customers.

As a team, we have worked on the largest data in the world for companies like Microsoft, Yahoo, Oracle, Adobe and SAS. Born out of the most advanced scientific methodology, our knowledge and experience have been tried and tested by clients such as American Express, AT&T, CBS, J.Crew, Nordstrom, and T-Mobile. Today, we are channeling our expertise into nPario. Our mission is to empower organizations to leverage the power of their data.

Because data is an asset that continues to be underutilized;

Because existing technologies and solutions are barely scratching the surface of the insights data could generate;

Because it is our passion and expertise.

From one of the Internet's largest service providers to one of the fastest growing international mobile operators, our customers are companies whose commitment to excellence and innovation and passion to understand the consumer has created unlimited opportunities for growth. nPario is paving the way for a new understanding of consumer intent.