

PARTNER FUSION PLATFORM™ OPTIMIZATION



Optimization

Providing visitors to your site what they want, when they want it is a universal and monumental challenge. Assuring that the pulse of products and information meet consumer needs is even more difficult. Up to now achieving appropriate metrics by tracking user activity and predicting interests has been slow and inaccurate. End of quarter is too late to hone offerings based on visitor response. Visitor interest can be swayed with a click, and quarterly changes often are once again out of date upon implementation.

Trapezo's Partner Fusion Platform has the system intelligence to stay ahead. Self-optimizing on the fly, Partner Fusion™ pulls partner content, applies display rules, and gives successful items priority placement. For example, if one of your partner's current items, say blue widgets, becomes an overnight sensation, automatically the blue widgets will be displayed on your site more frequently, making it easier for your visitors to buy.

How It Works

Partner Fusion defines an item as a product, service or article. As the number of click-throughs to the item increases, the item is shown more often. This frequency

is determined by Partner Fusion's optimization algorithms and is referred to as the "item weighting". Partner Fusion populates publishing sites with distributor content based on publisher-set slotting assignments by partner, category or item, item weighting and keyword filters.

This optimization is possible by tracking user activity and adjusting the item

tive weighting is updated every 24 hours, allowing new items a chance to be displayed. New items can be displayed regardless of the item weighting, and all new items are given an average default weight to even them out.

When new items are added into a distributor's catalog, they receive a slightly higher popularity weight, or opportunity

"What makes Trapezo truly different from other automated partnership engines, however, is what happens at the back-end. As Trapezo serves partner content, it watches what users do and buy and then serves pages based on predictive modeling."

—Demo Letter June 5, 2000 —Jim Forbes

weighting nightly, based on the item's daily performance. An item gets ranked both in a given day and cumulatively. New successful items are added with adjusted weights. The weights are added to go through a proprietary algorithm that adjusts the final item weight. The cumula-

for impressions. This advantage declines gradually over time.

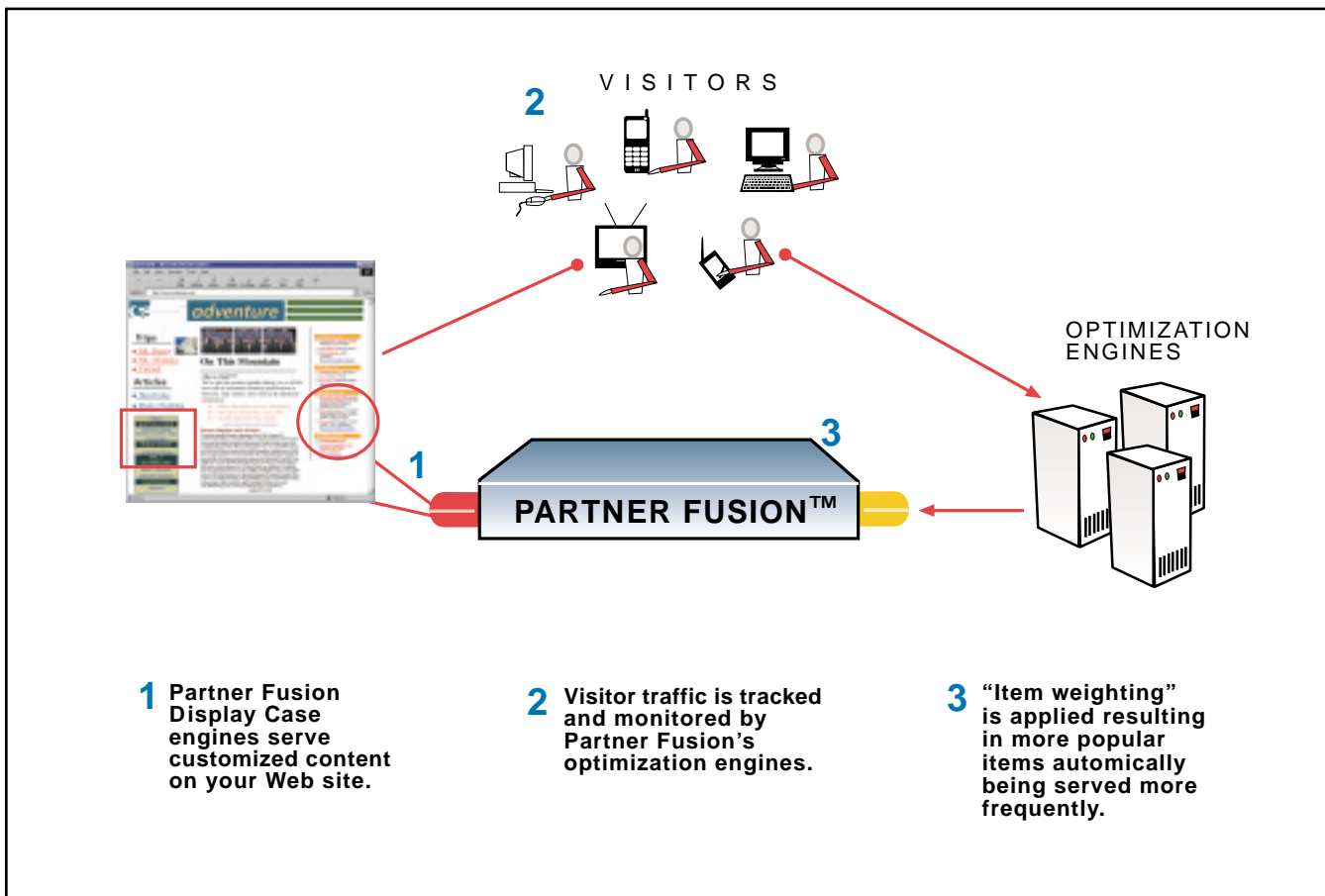
Why Optimization?

- Delivers highest-demand content automatically

- Factors in cumulatively successful items with the newly successful
- Updates nightly
- Tracks user response

Partner Fusion is the single platform for content delivery, merchandising and management. Partner Fusion's system intelligence gives you the competitive edge,

servicing relevant, targeted items to your users. Call Trapezo today to accelerate your partnerships.



Based on visitor feedback, Partner Fusion automatically self-optimizes, showing more popular items more frequently.

"It is increasingly difficult to deliver 1 to 1 ad content to end users. With Trapezo we have definitely found an uplift in sales click-throughs."

*—Richard Johnson, Director of Advertising Sales,
Western Region, MyFamily.com*



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