



FormatDynamics™

## Turning Millions of Printers into a New Advertising Channel



### How Extending Online Advertising to Pages Printed from the Web Makes Money and Sense

The proliferation of digital media has enabled more personalized and targeted marketing opportunities. New online media, including blogs, video streaming, instant messaging, Wikis, forums and more, have opened the door to inventive methods for branding, customer acquisition and public relations. In a recent study, The Yankee Group estimates that the Internet now accounts for nearly 20 percent of overall media consumption, and online advertising dollars will more than double to \$50.3 billion in 2011. Yankee indicates that improved methods for targeting ads, a proliferation of new ad platforms, and publishers' increased focus on maximizing revenue from existing ad inventory will all help drive this reallocation.<sup>1</sup>

Current methods for online advertising, while prolific, are often limited in their ability to innovate to produce revenue. For instance, ad networks often represent existing real estate and an aggregating of inventories, largely from smaller sites, that would otherwise not be bought. But these networks are not usually creating incremental revenue opportunities for larger sites; they serve more as an insurance policy to guarantee that more inventory gets purchased. The buying community remains hard-pressed to figure out the best use of various targeting solutions, such as behavioral, but these solutions do not create additional inventory. Distributed applications (widgets) have been heavily adopted by Web users, but few advertisers have discovered how to embrace them as marketing vehicles. And for Web publishers, there is a constant push to identify, formalize and scale new revenue opportunities.

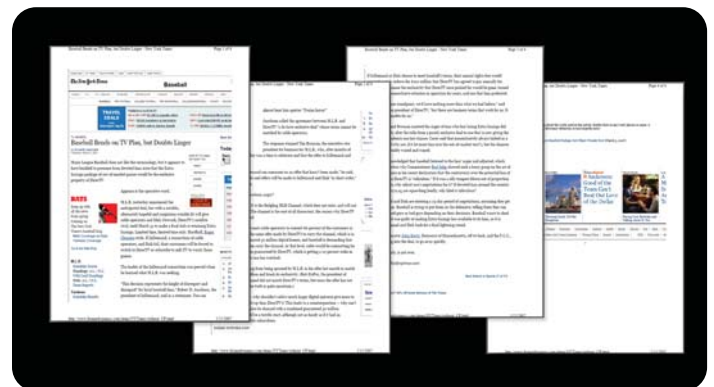
While both advertisers and publishers find themselves under constant pressure to cultivate new opportunities in the digital world, one large-scale online behavioral trend has been overlooked: printing from the Web. This often-performed but seldom-thought-about task involves a technology that people use every day, and it's starting to earn the attention of advertisers and publishers as an ideal extension of the Web as a marketing tool.

### Long-Established Behavior Offers New Market Opportunity

To succeed today, publishers, brands and agencies need to find ways to combine the best of both worlds: new technology and traditional, proven ad vehicles. Certain media organizations grasped this concept early on, such as cable television networks that embraced the Web to help bolster viewership, relevancy and customer interaction. But there is a growing field of consumer *behaviors* that is also ripe for digital integration and capitalization, including mobile phones, MP3 players and printing from the Web. Because the printer is such an overlooked destination for content, it presents a truly innovative and unique marketing opportunity.

In the United States alone, 61 billion pages are printed from the Internet each year<sup>ii</sup>. Whether a map, driving directions, a recipe or a product review, consumers print information from the Web that they determine to be valuable; having a hard copy in-hand for sharing or portability is equally valuable.

Printing from the Internet remains an enormously scaled behavior and a significant market opportunity, even though the end product, at present, is largely appalling and often wasteful. For years now, consumers who try to print content from the Web have endured a terrible user experience – distorted print-outs, cut-off content, irrelevant ads stuck in mid-message, page after page of wasted paper – and no one has ever given it a second thought. Until now. A company named Format Dynamics has developed a product called CleanPrint® that formats pages printed from the Web magazine-style, with clean, structured layouts, paginated content and the ability to create space for targeted ads in a similar fashion to its on-screen counterparts.



*Pages printed from Web sites present distorted and cut-off content, irrelevant ads and wasted paper.*



## Publishers Can Create New Revenue from Printed Pages

For Web publishers to remain competitive in the digital arena, they must adopt current technology in a way that provides relevant, effective solutions for advertisers. This means that any new solution has to connect advertisers to the right audiences and be accompanied by an effective means of tracking.

But there are very few real opportunities for publishers to adopt new technologies that capitalize on existing behaviors rather than trying to teach new ones. For new technologies, such as blogging, widgets and emerging media, adoption tends to grow on a curve, with the early adopters skewing to younger demographics. Surprisingly, the heaviest demographic of Web printers is male and female 18-34 year-olds<sup>iii</sup>. For publishers, capitalizing on a behavior that occurs daily provides an extremely viable income opportunity.

With the patented CleanPrint technology, publishers can now charge a premium for inventory delivered within content that users deem important enough to print from the Web. Format Dynamics' premium ad platform doesn't just add value to existing inventory, it creates access to an entirely new kind of inventory. CleanPrint enables publishers to monetize their printed ad inventory while its sister product, PrintTracker™, leverages comprehensive print analytics surrounding their online content.



CleanPrint® formats printed pages magazine-style, with clean layouts, paginated content and contextually relevant ads.

## Advertisers Can Access a New Kind of Inventory

To stay on top of their game, advertisers must look for new technologies and tactful ways to find and connect with target audiences. In fact, in a recent brand strategy trend survey, 21 percent of marketing executives wished they had been less dependent on “tried and true” marketing tactics in 2007 and instead found more creative ways to reach audiences<sup>iv</sup>. The Yankee Group report recommends that advertisers double online ad budgets each year and take advantage

of emerging opportunities, but warns that the Internet is still a “Wild West” landscape.<sup>v</sup>



One way for advertisers to find new, effective ways of connecting with their target audiences is to target not only the Web content viewers are reading, but the content they are printing. Content and ads formatted stylistically on printed pages from the Web extend a brand's reach and capitalize on digital content that gets transferred offline to be shared or kept. This opens a new world of content distribution while creating new, high-value inventory for the advertiser.

With CleanPrint, advertisers can now secure high-value inventory in targeted content that is not available on-screen. Via the widespread deployment of its technology, Format Dynamics can bring together targeted opportunities under a new network model that aggregates premium inventory within relevant printed content.

## How Publishers and Advertisers Can Measure the Printed Experience

There is an underlying hypothesis at play that users print Web content that is most meaningful to them, and ads delivered within that content may be viewed differently than their on-screen counterparts. With Format Dynamics' technology, advertisers could complete targeted branding or drive-to-retail campaigns with appropriate messages or special offers designed for the printed page. They could benefit from providing competitive messaging or offers when a user prints a product review to take to a brick-and-mortar retailer with the intent to purchase.

But until now, neither publishers nor advertisers have been able to comprehensively track what type of user prints what type of content. Format Dynamics' innovative new product called PrintTracker™ measures impressions delivered in content and tracks all printing from browsers. This analysis provides actionable data that helps publishers better plan on-screen design and enables higher CPMs and package pricing.



FormatDynamics™

*Format Dynamics harnesses printing behaviors and aggregates them into targeted opportunities for advertisers and incremental revenue for publishers.*

## CleanPrint Extends Online Advertising to the Printer

Format Dynamics' CleanPrint solution extends online advertising to the printer while enabling a truly new and unique premium ad platform. CleanPrint helps to activate the scale of printing behaviors from digital channels and can bring them together to create targeted opportunities for advertisers and incremental revenue for publishers.

With CleanPrint installed on a Web site, the content associated with screen design (navigation bars, dynamic ads) gets eliminated upon printing; instead, the designated content is neatly arranged on the printed page along with one content-relevant ad. The results are a high-quality user experience and minimal waste.

The software is a non-intrusive, drop-in solution that requires minimal effort for publishers to install or maintain. It integrates with all known ad-serving platforms, so publishers and advertisers can continue with existing systems for ad delivery. Integration with existing workflows is seamless. CleanPrint does not affect the on-screen site, and all functionality is invisible to the user.

When CleanPrint is installed on a publisher's site, tags are placed adjacent to the important content of Web pages that tell the software what to print and what to exclude, thereby enabling space for a content-relevant or targeted ad. Format Dynamics' PrintNetwork™ then aggregates all of the opportunities for inventory across publishers. The result is a new network model that aggregates premium inventory within printed content.

## Delivery, Quality and Increased Revenue

As savvy marketers and publishers try to find new channels and revenue opportunities in the digital realm, printing from the Web is becoming a more viable marketing tool than ever. Format Dynamics' technology provides the positive attributes of the digital ad form – geographical, behavioral or content targeting – with the positive attributes of the printed ad form – quality presentation, portability and pass-along potential. Don't wait to turn unrecognized and unexploited advertising real estate into effective, revenue-generating opportunities. Call Format Dynamics at 800-768-2272 or visit [www.formatdynamics.com](http://www.formatdynamics.com) today.

*i Walsh, Mark. "Study: Internet Ads Will More Than Double by 2011" MediaPost (Jan. 21, 2008)*

*ii MetaFacts, Inc. "Annual Study on Internet Printing." Mid-year 2007.*

*iii MetaFacts, Inc. "Annual Study on Internet Printing." Mid-year 2007.*

*iv NextLevel Strategic Marketing Group. "First Annual Brand Strategy Trends Survey Pinpoints Marketers' Top Strategies in 2007 – and Their Top Five Resolutions for 2008." October, 2007.*

*v Walsh, Mark. "Study: Internet Ads Will More Than Double by 2011" MediaPost (Jan. 21, 2008)*

