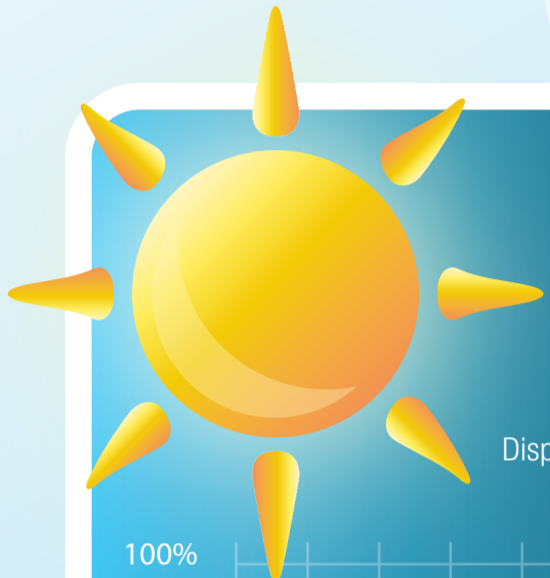


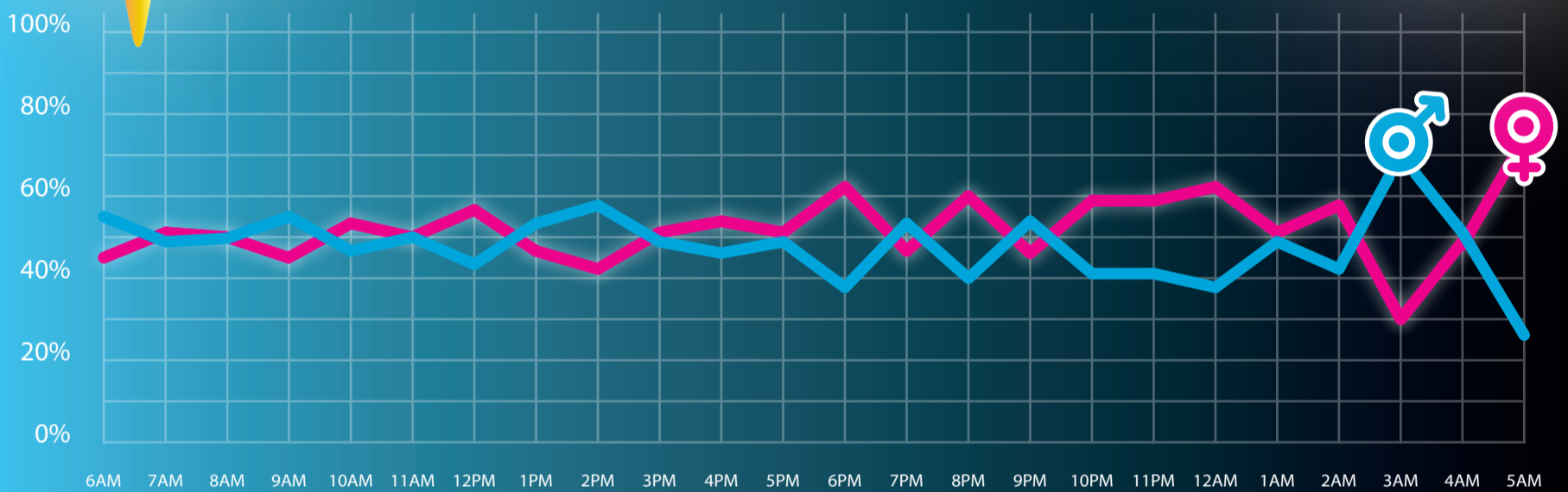
Gendernomics: A professional take on who is looking at, and who is reacting to online ads

Maybe it's the thrill of the hunt or maybe it's an indication that the Glass Ceiling hasn't cracked ... we are not really sure. What we do know is that when it comes to online ads, businesswomen click on ads more often than men (23% more), while businessmen actually do what the ad tells them to (buy, download a whitepaper, register for a seminar, etc.) more often than women (53% more). We're also seeing some interesting time patterns.



Clicks – a breakdown by time

Display ad click-through rates for businessmen and businesswomen throughout the day



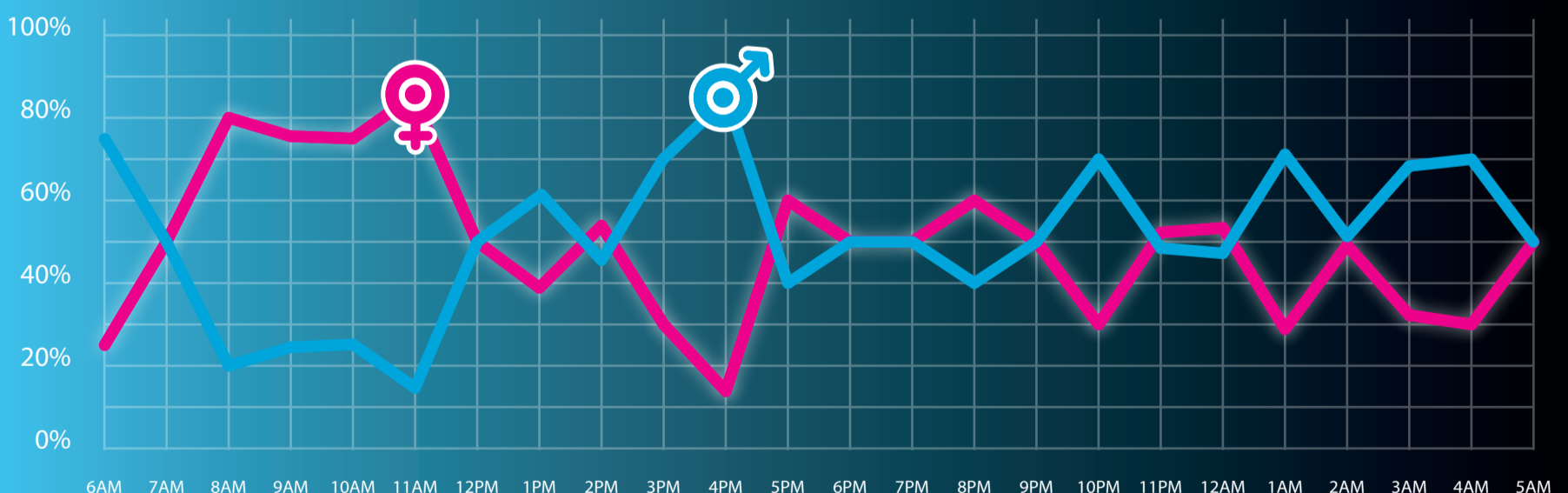
This graph shows, at any given time of the day, what percent of business professionals who clicked on online ads were male, and what percent were female. According to their clicking patterns, businessmen and women are more active in the wee hours of the morning.

70% of business professionals who clicked on an online ad at 3:00 am ET were male

74% of business professionals who clicked on an online ad at 5:00 am ET were female

Actions – a breakdown by time

Display ad conversion rates for businessmen and businesswomen throughout the day



This graph shows, at any given time of the day, what percent of business professionals who reacted to an online ad were male, and what percent were female. According to the data, businessmen wait until the afternoon to do what an online ad asks them to; while businesswomen react to ads the most in the morning.

86% of business professionals who acted on an ad at 4:00 pm ET were male

86% of business professionals who acted on an ad at 11:00 am ET were female