

Allow your customers to earn money from contextually relevant ads on your hosted websites and also earn revenue for yourself - with automated Google AdSense enabled by Clickstream

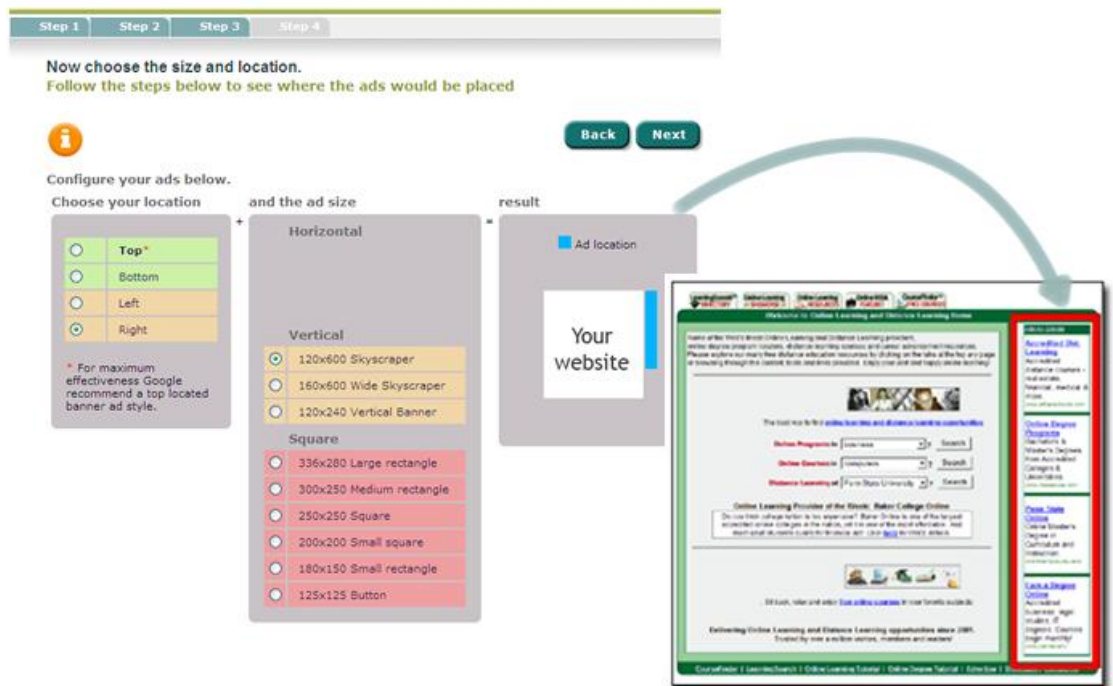
Google AdSense for Web Hosting Customers



Revenue generation for Hosting Companies and their Customers

Google AdSense, enabled by Clickstream through the hosting company control panel, not only helps website owners generate revenue simply and easily through the most well known ad serving platform, but also allows hosting companies to generate revenue for themselves.

Clickstream's Datashepa™ Platform dynamically creates space for ads on any website page and matches Google AdSense ads to website hosting customer's content, allowing both customer and hosting company to earn revenue through contextually relevant advertisements. Unlike the typical Google AdSense placement which requires manual coding on every page, Clickstream delivers the Google AdSense setup and configuration to individual websites through a series of easy to use configuration screens via the typical hosting company interfaces, resulting in a quick, efficient and automatic setup experience. No manual modification of web pages is required as Datashepa™ automatically inserts the necessary code on web pages on the fly.



	Google AdSense Direct	Clickstream Google AdSense Automation
Dynamically create web page space for ads without website re-loading	X	✓
Revenue share for hosting company	X	✓
Automatic Enablement from within hosting company control panel	X	✓



Google
AdSense
Enablement
for Hosting
Companies by
Clickstream



Key Benefits

Earn more revenue

Both you and your customers can maximize revenue potential by providing the ability for your customers to display Google ads easily on their websites. Google ensures that you get the most from advertising by putting relevant CPC (cost-per-click) and CPM (cost per thousand impressions) ads through the same auction, and letting them compete against one another. The auction takes place instantaneously, and, when it's over, Google AdSense automatically displays the text or image ad(s) that will generate the maximum revenue for a page -- the maximum revenue for your customers and of course for you.

Let your customers get started in minutes. No manual coding required

Becoming a Google AdSense publisher is easy. All it takes is a simple online application by website owners. Once approved, Google AdSense now takes only minutes to set-up through your hosting control panel using Clickstream's Datasherpa™ automated implementation system. No coding of the web pages is required since Clickstream's Datasherpa™ platform creates the space for the ads and allows your customers to configure the size and colours to match any existing branding.

Access Thousands of Advertisers

Google is the most well known ad platform and has an extensive advertiser base. They have ads for all categories of businesses and for practically all types of content, no matter how broad or specialized. And since Google provides the ads, you and your customers have no advertiser relationships to maintain.

The Google AdSense program represents advertisers ranging from large global brands to small and local companies. Ads are also targeted by geography, so global businesses can display local advertising with no additional effort. And Google AdSense automatically detects the language on the site and serves targeted ads.

Targeted Ads

Google AdSense can deliver relevant ads because Google understands the meaning of a web page. Google continually optimises their technology, ensuring that their ad serving keeps getting smarter all the time. For example, words can have several different meanings, depending on context. Google technology grasps these distinctions, so your website visitors get more targeted ads.

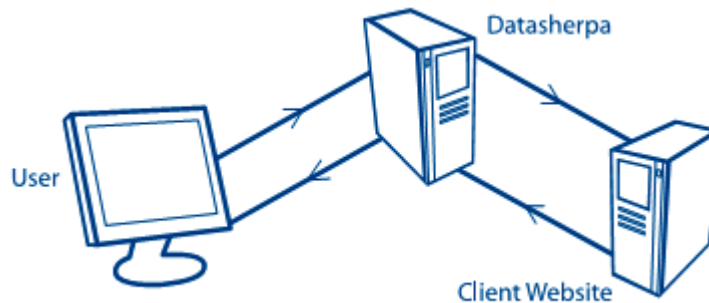


If you have a page about Java the coffee, our technology knows that it's not about Java the programming language. And you get ads about coffee.

Show only appropriate ads

The ad review process ensures that the ads that are served are not only family-friendly, but also comply with their strict editorial guidelines. Google combines sensitive language filters, your input, and a team of linguists with good hard common sense to automatically filter out ads that may be inappropriate for your content.

How does Clickstream's Datasherpa platform help?



This eliminates the main implementation and maintenance issue facing end customers such as ad placement on websites.

How can Providers of Hosting Services Benefit?

The Datasherpa™ Solutions Platform allows hosting providers to offer single click sign on for Google AdSense. Customers for Google AdSense sign up through the hosting providers' control panel and maintain the service directly through it. Once signed up, website customers can configure the ad placement and the formats of ads such as size. This is all done through the hosting company control panel in a simple configuration process.

The Google AdSense tags are automatically inserted into all relevant pages of the website, eliminating end user implementation and maintenance costs

Datasherpa Solutions Platform

Once the Datasherpa platform is in place, multiple online solutions from Clickstream and its partners can be deployed without additional hardware or software. The Datasherpa Solutions ecosystem includes Web Analytics, Sales, Site Optimization, Performance, Advertising and Microsoft/Google/Yahoo solutions.

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