

Google AdSense for Web Hosting Customers

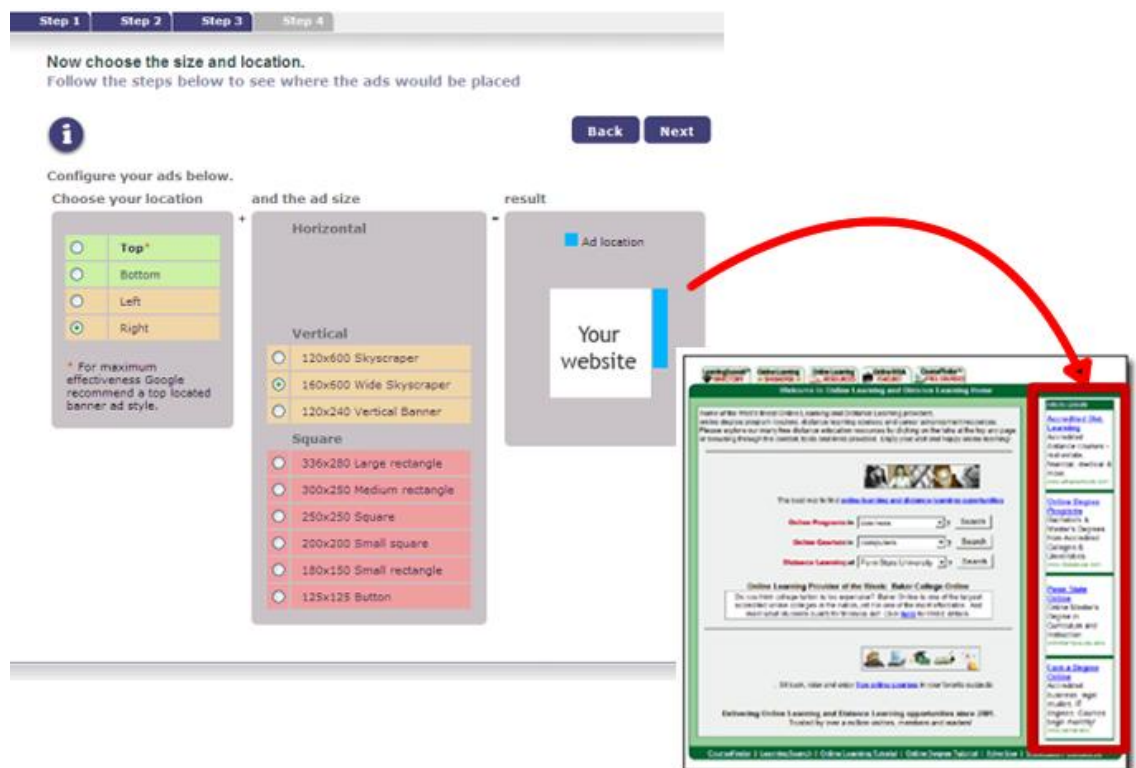


Allow your customers to earn money from contextually relevant ads on your hosted websites and also earn revenue for yourself - with automated Google AdSense enabled by Clickstream

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 Datasherpa™ platform dynamically creates space for ads on any website and matches 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 sign up process which requires manual coding, Clickstream delivers the Google AdSense setup and configuration to individual websites through a series of easy to set up 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 Datasherpa™ automatically inserts the necessary code on web pages on the fly.



| | Google AdSense Direct | Clickstream Google AdSense Automation |
|---|-----------------------|---------------------------------------|
| Dynamically create spaces for ads without website reconfiguration | ✗ | ✓ |
| Revenue share for hosting provider | ✗ | ✓ |
| Automatic Enablement from within hosting company control panel | ✗ | ✓ |



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, 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 an AdSense publisher is simple. All it takes is a single online application by website owners. Once approved, AdSense now takes only minutes to set-up for your customers through your hosting control panel via 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 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 AdSense automatically detects the language on the site and serves targeted ads.

Tracks all campaigns

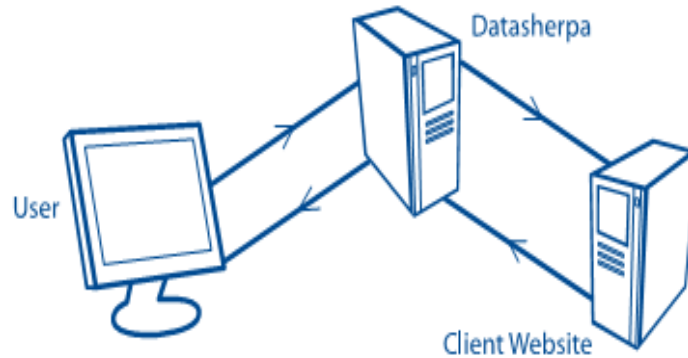
AdSense can deliver relevant ads because Google understands the meaning of a web page. Google has refined their technology, and it keeps getting smarter all the time. For example, words can have several different meanings, depending on context. Google technology grasps these distinctions, so customers get more targeted ads.



Show only appropriate ads

Google's ad review process ensures that the ads your customers are served are not only family-friendly, but also comply with their strict editorial guidelines. Google combines sensitive language filters, customer input, and a team of linguists with good hard common sense to automatically filter out ads that may be inappropriate. What's more, in a future version, customers will also be able to block competitive ads and choose their own default ads.

How does Clickstream's Datasherpa platform help?



Clickstream's unique data collection and dynamic script management technology automates the process of inserting code into hosted websites.

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 place an order for the Google AdSense solution through the hosting providers' website and maintain the service directly through the hosting control panel. 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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