Advertising and promotion opportunities on the TalkTalk customer portal
Contents

• An introduction to TalkTalk

• The TalkTalk customer portal
  - An overview and top line stats
  - A snapshot of our website users

• Promotional opportunities on the TalkTalk customer portal
  – High impact large format placements
  – Standard display advertising formats
  – Bespoke content - microsites, advertorials, competitions and more
  – Integrated placements
  – Partnerships
The TalkTalk customer portal

The TalkTalk customer portal is made up of the ‘News & TV Guide’ and ‘Mail’ sections of our site.

In Jan 2015, the TalkTalk customer portal…

• received 1,641,806 monthly unique visitors*

• was visited on average 12 times per visitor*

• reached 4% of UK internet population*

• high level of trust and confidence in our site

NOTE: If you are not a TalkTalk customer on our network, you might get re-directed to our sales site when you visit our site.

To view the customer portal that the stats above apply to you can click on the News & TV Guide tab in the top navigation of our site.

Further detail on our history can be found at http://www.talktalkgroup.com/about-us/our-history.aspx

*Source: comScore Jan 2015
A snapshot of our website users

The TalkTalk customer portal indexes particularly well for the older demographic groups:

- 46% over 45 years old (Index 120)
- 26% over 55 years old (Index 120)
- The majority of our site users are within social grades ABC1

*Source: comScore Jan 2015*
Why advertise with TalkTalk?

• 78% access the internet at home more than once a day (Index 121)

• 43% have been prompted to visit a website by online advertising (Index 123)

• 19% found websites by clicking on an online advert promoting the site (Index 155)

• 29% bought a product or service over the internet having been prompted by online advertising in the last month (Index 140)

Source: GB TGI NET 2014 Q2 (January 2013 – December 2013) - Pop
Advertising and promotion opportunities on talktalk.co.uk
Promotional opportunities available…

- High impact large format placements:
  - Homepage Billboards
  - Homepage Re-skins
  - Mail login messaging units

- Display advertising formats – range of 300x600, 300x250, 728x90 and 120x600 across the site

- Bespoke content - microsites, advertorials, competitions and more

- Integrated placements – available across a range of pages on the site including our homepage

- Partnerships – including co-brands and white labels sites
Homepage Billboards

http://www.talktalk.co.uk/ is the default homepage for the majority of our broadband customers and this is therefore the first page many of them see when they start browsing.

The opportunity consists of a large format 970x250 ad placement at the top of our customer homepage:

- It receives an average of **163,113 daily unique visitors**
- Delivers c. **1,000,000 ad impressions per day**
- Available on a CPM or fixed cost per day basis

NOTE: If you are not one of our customers on our network, you might get re-directed to our sales site when you visit www.talktalk.co.uk.

To view the customer portal that the stats opposite apply to you can click on the News & TV Guide tab in the top navigation of our site.

*Source: comScore Jan 2015*
Homepage re-skins

http://www.talktalk.co.uk/ is the default homepage for the majority of our broadband customers and this is therefore the first page many of them see when they start browsing.

The opportunity consists of background tower images that run down the sides of the page.

- The HP receives an average of 163,113 daily unique visitors*

- Delivers c. 1,000,000 ad impressions per day

- Available on a fixed cost per day basis

NOTE: If you are not one of our customers on our network, you might get re-directed to our sales site when you visit www.talktalk.co.uk

To view the customer portal that the stats opposite apply to you can click on the News & TV Guide tab in the top navigation of our site

*Source: comScore Jan 2015
Mail login messaging units

Target users of our webmail service, some of our longest standing and most loyal customers with a large format background image on the login page: http://www.talktalk.co.uk/mail

This opportunity has performed really well for both brand and DR campaigns for many of our advertisers

The TalkTalk Mail login page…

• received 886,973 monthly unique visitors*

• Received an average of 233,450 daily unique visitors*

• Delivers c. 750,000 ad impressions per day

• Available on a fixed cost per day basis

*Source: comScore Jan 2015
Standard display formats

TalkTalk offer a range of standard display formats that can either be bought direct or programmatically.

- **NEW** – 970x250 format within editorial content sections of TalkTalk
- 300x600 format within editorial content sections of TalkTalk
- 728x90 (mainly on the Homepage and within Mail)
- 300x250 (on the Homepage and also across the site)
- 120x600 (within Mail)
- We offer a variety of targeting options, including frequency capping, geographic, time, and content area

Areas available: Run of site; Homepage; Webmail; News (UK, World, Business, Showbiz, Sport, Technology & Odd); Money; Cars; Shopping; Video; Lifestyle; TV guide; Weather
Homepage integrated placements

http://www.talktalk.co.uk/ is the default homepage for the majority of our broadband customers and this is therefore the first page many of them see when they start browsing.

Text links
– up to 33 characters of text with URL (can link out of the site)

Top story promotions – the most prominent integrated placement on the TalkTalk customer homepage is a slot within our top carousel (must link to an integrated page)
Bespoke content

TalkTalk offer a range of ways for advertisers to feature editorial content on our site

- Advertorials/promoted content
- Competitions
- Various promotional placements can be used to drive traffic to your content
- To discuss things in more detail then please get in touch
Integrated placements

TalkTalk offer a range of integrated placements across our site

- Bespoke widgets
- Integrated promotional content module – can be targeted to a specific content channel or page
Partnerships

TalkTalk offer a range of partnership opportunities and work to a variety of commercial models

- Integrated partnerships (see Secret Escapes example)
- Full co-branded experience
- Please get in touch with us at advertise@talktalkplc.com to discuss the various options
Contact us…

For further information on the opportunities available on the TalkTalk portal, please email advertise@talktalkplc.com

Please email your request with all relevant information including:

- Company name - so we know who you are
- Phone number - so we can give you a call to help find the right deal for you
- Objectives - so we can have a think about how we can help before we call