



## 2011 Press Kit

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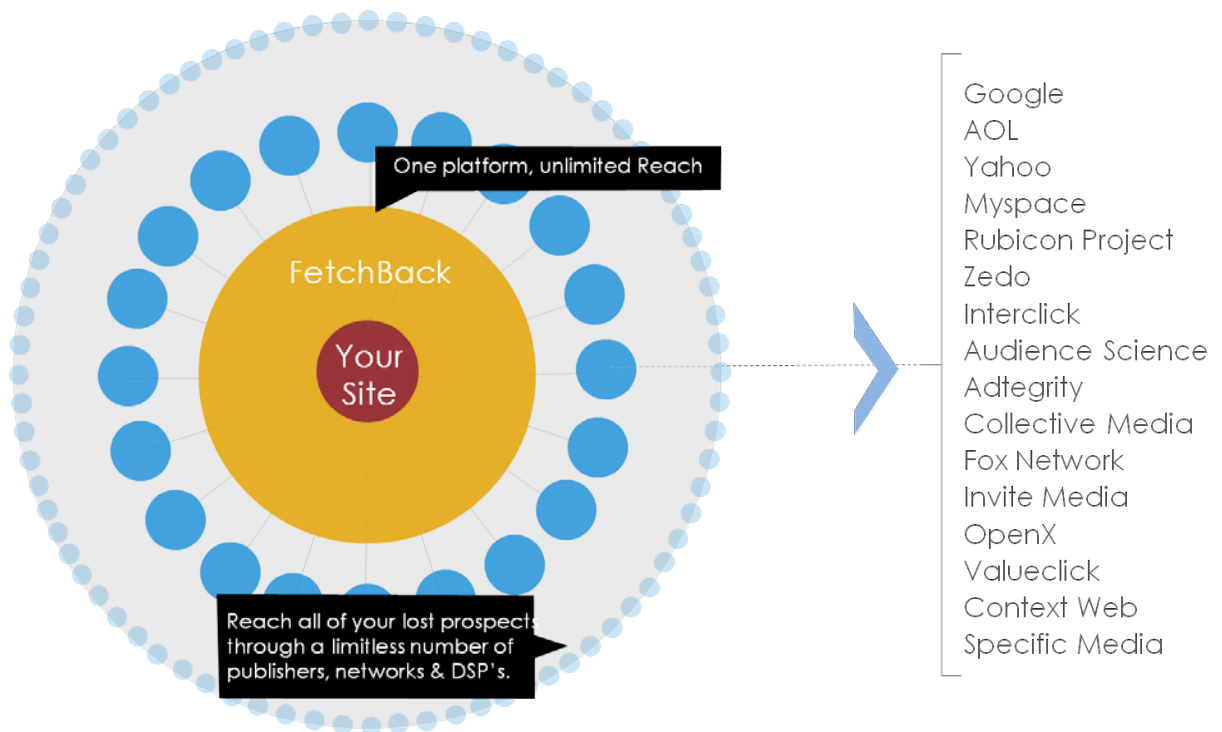
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# Table of Contents

About FetchBack.....	3
FetchBack Key Benefits.....	4
FetchBack Management .....	5, 6
FetchBack Dictionary.....	7
FetchBack Mission/Vision/Values .....	8



# About FetchBack

## Quick Stats

- Founded 2007
- Headquartered: Tempe, Arizona
- Part of the GSI Commerce (Nasdaq: GSIC) Marketing Services Division
- Founder & CEO: Chad Little ([http://fetchback.typepad.com/best\\_little\\_blog/](http://fetchback.typepad.com/best_little_blog/))

## About the Company

FetchBack is fully-managed ad retargeting company that merges art and science to create truly compelling experiences that help advertisers reclaim lost customers online, and allows companies to extend their brand awareness. Companies that use FetchBack are able to successfully reconnect with customers that have left their website without making a purchase (or other call to action) thanks to the placement of effective, customized advertisements on other sites. FetchBack is not a DSP or Ad Network, but works with these exchanges on their clients behalf, providing expert media buying as a standard. In fact, for most big brands simply using a DSP, ad network or exchange is just not enough to maximize conversions. That's where FetchBack's creativity, from ad development through analytics, makes all the difference.

FetchBack was founded by Chad Little in 2007. An online advertising expert, Little envisioned the Retargeting market a bit differently. He knew Retargeting could help advertisers reach lost prospects, but also understood that the combination of advanced technology, in-house creative capabilities and transparent analytics would help advertisers develop engaging ads and campaigns that could be altered on the fly to significantly increase their ROI.. FetchBack has unlimited reach, working with ad networks, DSPs, publishers and exchanges. The company's skilled account managers use more than 100 data points to optimize campaigns and determine how an ad is influencing buyers outside of clicks, which results in more effective and better-performing ads.

FetchBack works with more than 700 active advertisers and is recognized as a Retargeting pioneer that continually makes strides to advance the industry in innovative ways.

# FetchBack Key Benefits

## Recapture lost leads

Most online transactions require multiple impressions before the buyer will act, which is why Retargeting is so effective. Since ads stay visible even after the prospects have left an advertiser's site, a Retargeting campaign will produce a stream of return visits that were previously lost.

## Increase conversions

With FetchBack's, lost prospects are shown ads that are custom-tailored to their interests and click history. FetchBack ads display the exact items the visitor spent time considering on a site. The company's creative team helps clients develop high-converting display ads from their existing product feed.

## Creativity

If ads aren't performing correctly, nobody wins. That means that ads have to be designed well, and campaigns have to be analyzed and managed expertly. DSPs, networks and exchanges don't offer this, but it's the key ingredient for successful campaigns. In addition to FetchBack's leading technology engine, award-winning creative ad development, and analytics (FIDO), the company also has *human* experts on every account. FetchBack is the only Retargeting company to offer this level of creativity. Agencies, intermediaries and brands alike benefit from FetchBack's soup-to-nuts services that deliver results, and have kept the company's retention rate at 95%.

## Added Support for Agencies

Retargeting, by nature, is complicated and difficult for agencies to manage; yet it's one of the most effective forms of online advertising available for their clients. Advertisers that work with FetchBack no longer have to work with numerous networks, manage countless media buys, and then decipher multiple reports to evaluate campaign success. FetchBack's Retargeting solution is easy to implement, and the results are rivaled only by that of paid search.

## Who Uses FetchBack?

Enterprise retail brands come to FetchBack because of the ROI they see on their retargeting campaigns. Sports, fashion, and beauty brands that depend on their websites to drive sales depend on FetchBack to increase conversions. More than 99.5 percent of these customers stay with FetchBack for the long-haul after seeing the results of that first retargeting campaign.

# FetchBack Management



## ***Chad Little, Founder & CEO***

Chad Little, FetchBack's founder and CEO, is a respected online advertising expert with strong capital raising and M&A experience. In his role at FetchBack he is responsible for defining the company's innovative business strategy, cultivating business development opportunities and establishing strategic industry partnerships. Prior to founding FetchBack, Mr. Little established himself as an online advertising expert as the founder of AdOn Network, an online advertising company that was acquired by PV Media Group in 2008. A serial entrepreneur, Mr. Little also founded Sandbox Entertainment, an early leader in online fantasy sports, games and simulations that partnered with powerhouses such as CNN/Sports Illustrated, Yahoo! And others and was merged with Wall St. Sports. Additionally, Mr. Little created TRACER Design, a pioneering interactive advertising agency that built a high-tech client base that included AT&T, IBM, Motorola and Intel. Throughout his career, Mr. Little has raised nearly \$40 million in venture capital funding and is highly skilled at creating strategic partnerships that advance early stage companies. Mr. Little is actively involved in the Internet and software development communities and frequently speaks at leading industry events. He has been featured often on established news outlets, including Forbes, TIME, CNNfn, NBC Nightly News, RedHerring.com and The Arizona Republic, and is a published author with Paramount Publishing.

## ***Patrick Schwind, Chief Revenue Officer***

Patrick Schwind is FetchBack's Chief Revenue Officer where he leads the company's sales, account management, graphic design, media buying and project management programs. Mr. Schwind's team is responsible for the sale, implementation, retention and success of FetchBack's clients. Prior to FetchBack, Mr. Schwind began his successful career in B2B sales for industry leaders Dun & Bradstreet, Thomson Reuters and Careerbuilder. He is a graduate of Western Michigan University with a Bachelor of Business Administration and Asociacion Escuelas Lincoln in Buenos Aires, Argentina. Mr. Schwind enjoys exploring the outdoors and traveling with his family.

## ***Srinivas Jasthi, Vice President of Engineering***

Srinivas Jasthi has over eighteen years' corporate and consulting experience in every aspect of IT, from business alignment and strategy to planning and execution to software development and infrastructure management. Srinivas has extensive experience and background in e-commerce, e-business and technology-enabled product development as well as global experience in establishing, leveraging and managing off-shore software development shops.

***Srinivas Jasthi, Vice President of Engineering, continued...***

He served as VP/Director of Software Engineering at AmazingMail, Vice President of Technology at AIG Travel Guard, Technical Manager at Amazon, Internet Services Manager at Pitney Bowes, Technology Manager at DaimlerChrysler, and Software Development Manager at Qwest Communications. His consulting experience includes engagements at Wal-Mart, JCrew, US Airways and eActivation.

Srinivas is strategic, customer-centric and focused on driving business innovation by critically leveraging technology. He is experienced in executing "IT at the Speed of Business". He is successful at creating technology economies of scale and scope, creating technology first mover advantage, utilizing technology as a value differentiator, and enabling the SAAS (Software As A Service) model.

Srinivas holds an MBA in Marketing, Strategy and Operations from the University of Michigan-Ann Arbor, an MS in Computer Science from the University of Nebraska-Lincoln, and a BE in Electronics and Telecommunication Engineering from Osmania University, India. He has received several corporate awards for his leadership skills and his consistent delivery of high quality technology solutions. He holds two US patents for technology-enabled product innovations.

Srinivas enjoys hiking, tennis, cricket and water sports.

***Jeremy Stanton, Chief R&D Officer***

Jeremy Stanton, FetchBack's chief R&D officer, is an experienced software architect that has responsibility for the company's technology innovation, most notably the creation and maintenance of FetchBack's patent-pending technology platform, FIDO. Mr. Stanton is an entrepreneur that founded Channel 7 Software, which developed and released the cult gaming hit, Ironseed. He is also founded his own development firm, Codesquare. Mr. Stanton is a skilled web developer whose accomplishments include developing scalable multi-facility inventory and warehouse management systems, building lead generating systems for market research firms and a major credit card company, and implementing ad serving, reporting and management systems for top-tier ad networks. To date Mr. Stanton has developed and managed projects tracking over \$100 million in revenue. Mr. Stanton earned a Bachelor's of Science in Computer Science from the University of Kentucky, and enjoys running, cycling, gaming, ancient history and learning the origins of words and knowledge when he's not making FetchBack's technology wheels turn.

***Doug Shafer, Director, Finance & Operations***

Doug Shafer, director of finance and operations at FetchBack, is an experienced accounting and finance professional and uses his skills to lead these departments at FetchBack. Mr. Shafer began his finance career with agribusiness giant Archer Daniels Midland Company, and has since served as Controller for a number of small to medium sized companies; specializing in high leverage and turnaround environments and redesigning and rebuilding the accounting functions. Mr. Shafer received his Bachelor's of Science degree in Accounting from Illinois State University and enjoys coaching his children's sporting teams, as well as playing golf, soccer and softball.



# FetchBack Dictionary

At FetchBack, we live and breathe Retargeting all day, every day. But we know that journalists like you have a lot of different beats to cover, so we wanted to pull together a reference tool for the acronyms, jargon and inside lingo that are part of our everyday conversations. Think of it as an urban dictionary for the ad network set. Enjoy!

**Retargeting** – the process of placing targeted advertisements on different web sites in order to reach lost prospects and bring them back to the original site to make a purchase or some other call to action. Retargeted ads are often very specific and include products or detail that are specific to each site visitor.

**View-thru conversion** – the practice of making a purchase (or other call to action) to a customer that views an advertisement but does not click on it. View thru conversions are difficult to measure, but a growing number of experts agree that purchasing decisions are greatly influenced by advertisements that a web visitor views but never clicks.

**Behavioral marketing** – the use of “behavioral” information – such as browsing preferences or recent searches – by online publishers and advertisers to select specific advertisements to be shown to specific recipients. The goal is to deliver online ads to the audience that is most receptive to each ad.

**Ad network** – an advertising company that connects websites that want to “host” advertisements to the advertisers that want to place them. Many ad networks aggregate ad space supply from publishers and match it to advertiser demand.

**Click rate** - the percentage of impressions that resulted in someone clicking on an advertisement. The click rate is an actual formula that is derived by dividing the number of clicks by the number of impressions.

**Conversion** – the process of turning a web visitor into a buying customer or securing them to complete some other call to action.

**DSP** - demand-side platform. The ability to buy media from various traffic sources (including ad networks, exchanges, publishers, etc) through a single transparent and neutral fully self-service interface/platform for the advertiser or agency.

**Exchanges** – facilitate the buying and selling of online advertising from a variety of advertising networks. Instead of negotiating a price on ad buys, exchanges use technology to make these purchases and manage online supply.

**Intermediaries** – a third party that acts as a go-between for advertisers and online publishers. Advertising agencies often fill the intermediary role.



## FetchBack Vision/Mission/Values



### Vision

To be the second most important innovation in online advertising.

### Mission

Convert our clients' lost prospects into customers.



### Values

- Do the right thing.
- Do what you say you're going to do.
- Communicate often, honestly & from the heart.
- Pursue growth & learning.
- Do more with less.
- Hug our clients & hug them often.

