

# Chitika | Select

More impressions

More revenue



*Turning page views into profits*

Chitika Inc.

chitika.com

# Introducing Chitika | Select

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We are pleased to announce an exciting new upgrade to our network of Chitika | Premium ads, designed to give you even more user-targeted ad revenue. While Chitika | Premium only displayed to search engine traffic, we will now be able to expand Chitika ads to show to select non-search traffic as well.

Meet Chitika | Select: a new advertising solution that will upgrade and improve our existing Premium product by displaying to a select group of your non-search traffic.

The Chitika engineering team has spent a lot of time trying to predict when a person clicks on an ad. Through user targeting, A/B testing, and thorough in-depth analysis, they've found that user intent can be determined by more than just search. In addition to our current ad display to search, we are now utilizing our advanced statistical research and click prediction technology to displaying ads targeted to each user.

The result is simple: More impressions, and more revenue for Chitika publishers. We know most of our publishers will enjoy these added benefits. By increasing the base of visitors we target our ads to, we can increase our affiliated publishers' potential earnings.

The Chitika Team  
<http://chitika.com>

## Chitika | Select FAQ

### Can I Still Use Chitika | Select With Google AdSense?

Yes! Just like the Chitika | Premium ads you can use the new Chitika | Select ads and AdSense together on the same page.

### How Can I Upgrade My Chitika | Premium Ads?

You don't need to, it will happen automatically Monday, March 8th 2010.

### Are Chitika | Select Ads PPC (Pay-Per-Click)?

Chitika | Select will always show the highest-paying ads possible. This will include PPC ads as well as CPM image/banner ads (which pay per impression, whether a user clicks or not).

### Will Chitika | Select Ads look different than Chitika | Premium?

Sometimes. Similar to how Google shows image/banner ads if they determine that it is the highest paying ad for a certain user visiting the site, we will do the same. Some of your users will see ads with the Chitika | Premium format and others will see ads that look different but will pay more.

# What is Chitika | Select?

## Introducing a New Segment of Revenue

Chitika | Select is an upgraded version of the wildly successful Chitika Premium units.

The Chitika team took all the benefits of Chitika | Premium's search targeted technology and combined our new advanced click prediction technology to create the new Chitika | Select ad units.



The Select unit will display ads on your site based on the user's intent. When our click prediction engine says that there is a high probability of a click, it will kick in and present an appropriate advertisement. The percentage of non-search traffic that will be part of the targeted Chitika | Select traffic will vary from site to site. Network wide we expect to see anywhere between a 20 - 40% increase in volume (impressions) resulting in a 5 - 10% increase in revenue to Chitika publishers.

These changes will go into effect across the Chitika network of publishers Monday March 8th 2010.

There will still be a segment of non-search traffic on any Chitika publisher's website where Chitika | Select ad units don't show any ads. When this is the case the ad will collapse entirely – it will not display, and it will not leave any blank space.

# What is the Difference?

## Comparing Chitika | Premium and Select

The distinct advantage that Chitika | Select has over its predecessor Chitika | Premium is that Select will target ads to non search traffic when a click is deemed likely by our click prediction engine.

## Comparison Chart

	Premium	Select
Shows Ads Targeted To Search Queries	✓	✓
Collapses When There Are No Ads To Show	✓	✓
Shows Ads Targeted To User Intent	✗	✓
More Impressions	✗	✓
More Revenue	✗	✓

### What Does This Mean for Chitika | Premium?

All Chitika | Premium ad units will be automatically upgraded to Chitika | Select on March 8th, 2010. The new Chitika | Select unit incorporates the search targeting technology that has made Chitika a go-to revenue solution for webmasters, so the look, feel, and intent-driven reliability of the ads will not change – the base of users who will be able to consume the ads will simply be increased.

# What Does This All Mean?

## How This Effects our Publishers

What does this upgrade from Chitika | Premium to Chitika | Select mean to most publishers? Quite simply, more impressions and more revenue, all without sacrificing our successful user intent targeting.

Effective Monday, March 8th 2010 all of our publishers' units will be upgraded with no effort necessary by the publishers themselves. At that point you will start to see an increase in impressions. Chitika | Select will continue to perform as well as your Premium units because they are based off of the same search targeting engines. Select can only boost your impressions and ad revenue with Chitika by serving more of Chitika's highly targeted ad impressions.

If you are a current Chitika publisher and do not wish for your the Chitika | Select upgrade to show to non-search traffic, you can opt out of the upgrade and simply continue to use the current search-based features of Chitika | Select. You can find more information about how to opt out in our knowledge base at <https://chitika.com/support>

### **I'm Ready! Sign me Up!**

Great! If you are already a Chitika publisher with Chitika | Premium ad units on your websites, then Monday March 8th your units will automatically upgrade. If you are a publisher you can get code at [chitika.com/affiliate/](http://chitika.com/affiliate/) and if you are not yet a publisher you can sign up now at [chitika.com/publishers.php](http://chitika.com/publishers.php)