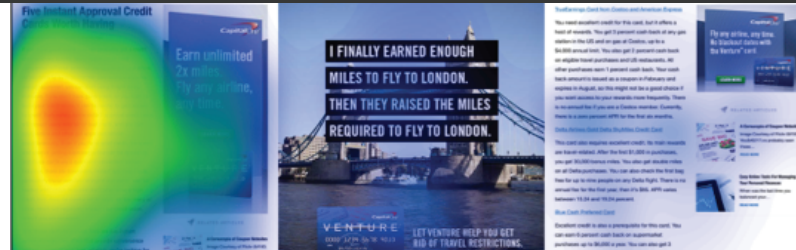


OBJECTIVE

To validate the positive effect of advertising using Onswipe's mobile optimized platform as compared to a standard scrolling page design using Sticky's patented biometric eye tracking methodology.



RESULTS

BRAND RECALL:

- Respondents viewing the Onswipe page were significantly more likely to recall the Leading Financial Advertiser's Product.
- Respondents viewing the Standard page were significantly more likely to recall either no specific product or another product.

STANDARD

44%
LEADING FINANCIAL PRODUCT
Standard (155) (A)

21%
FINANCIAL PRODUCT NON SPECIFIC
Standard (155) (A)

17B%
OTHER FINANCIAL PRODUCTS
(NOT LEADING FINANCIAL PRODUCT)
Standard (155) (A)

13%
OTHER
Standard (155) (A)

4%
DO NOT KNOW
Standard (155) (A)

ONSWIPE

57A%
LEADING FINANCIAL PRODUCT
Onswipe (146) (B)

20%
LEADING FINANCIAL PRODUCT
Onswipe (146) (B)

9%
OTHER FINANCIAL PRODUCTS
(NOT LEADING FINANCIAL PRODUCT)
Standard (155) (A)

11%
OTHER
Onswipe (146) (B)

1%
DO NOT KNOW
Onswipe (146) (B)

VISUAL APPEAL:

- Respondents viewing the Onswipe page were significantly more likely to perceive it as visually appealing
- Respondents were also significantly more likely perceive that the Onswipe page included advertising that is not overly disruptive.

65%
IS FOR SOMEONE LIKE YOU
Standard (155) (A)

57%
IS VISUALLY APPEALING
Standard (155) (A)

56%
INCLUDES ADVERTISING THAT IS
NOT OVERLY DISRUPTIVE FOR THE PAGE
Standard (155) (A)

56%
FITS WITH WHAT YOU WOULD EXPECT
FROM THIS WEBPAGE
Standard (155) (A)

69%
IS FOR SOMEONE LIKE YOU
Onswipe (146) (B)

67A%
IS VISUALLY APPEALING
Onswipe (146) (B)

67A%
INCLUDES ADVERTISING THAT IS
NOT OVERLY DISRUPTIVE FOR THE PAGE
Standard (155) (A)

67A%
FITS WITH WHAT YOU WOULD EXPECT
FROM THIS WEBPAGE
Standard (155) (A)