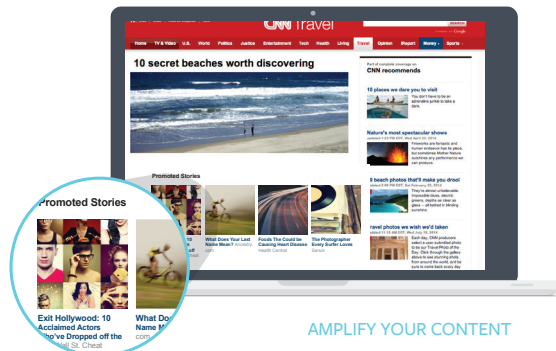


HOW CONTENT CAN INFLUENCE ISSUE AWARENESS

Advocacy campaigns are an ongoing struggle to raise awareness and build support for change. But before you can influence attitudes or dream of public policy, your message first must be heard.

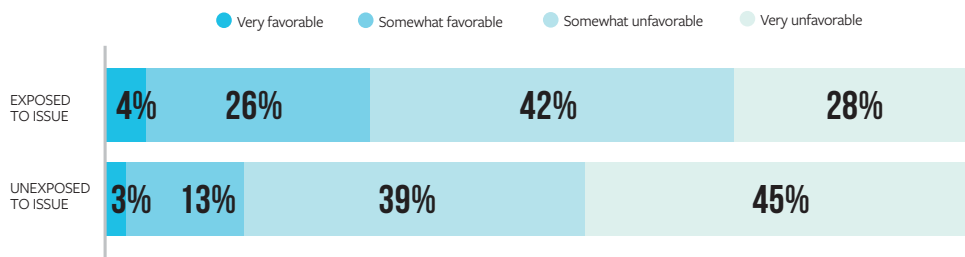
That's why there's Outbrain Amplify. It's the direct and effective way to get your message out. Articles, videos, and positive media coverage appear as links on the web's largest and most respected media properties.



Exposing issues-based content to audiences when they're in a mode of discovery is both astute and effective. It drives awareness of your issue and influences opinions on the topic you're advocating.

Our research shows that earned media (press coverage) and articles written by opinion leaders can create a significant lift in the polling metrics that matter most. From simple awareness to positive perceptions and favorability, being seen is the successful first step toward getting heard.

Comparison of Opinions on a U.S. Environmental Issue



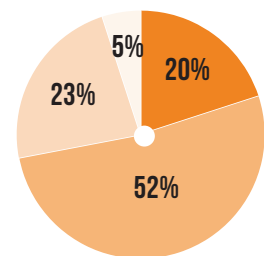
To learn more about Outbrain Amplify and our brand and issue perception studies, contact your Outbrain rep or visit www.outbrain.com/amplify.

Study examined 1,369 U.S. residents and measured differences in response to online content that was pro-issue or anti-issue.

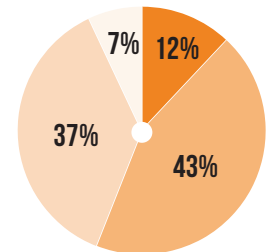
Sample Study on a U.S. Environmental Issue

How would you describe your overall opinion toward this issue?

Exposed to Issue



Unexposed to Issue



● Strongly agree
 ● Agree
 ● Disagree
 ● Strongly disagree

Measured difference of those exposed to pro-issue content:

+97%

Increase in those viewing the issue as non-threatening to the environment

+88%

Increase in favorability toward the issue