

INTRODUCING

GPS MEDIA

BY GAP INC.

OLD NAVY

GAP

BANANA REPUBLIC

ATHLETA

GPS Media is about connections



We **connect brands** with our highly coveted audiences...



...and we **connect our customers** with products and services that are relevant to them.

5 key messages for you today

1

GPS Media is about **connecting brands** with our coveted audiences and **connecting customers** with personally relevant products and services

2

GPS Media delivers **>500 million** annual unique digital visits from real people in a **brand-safe environment**

3

Our **highly coveted audiences** are backed by rich first-party data, allowing you to target our customers in the moments that matter

4

GPS Media has delivered **industry-leading performance** to our early advertising partners

5

We're excited to help you **achieve your digital marketing goals & are looking for interest and commitment**

GAP

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Meet Our Gap Inc. Audience

Thanks to rich proprietary customer data, we know who our audience is, what they want...



PRIMARYLY
FEMALE



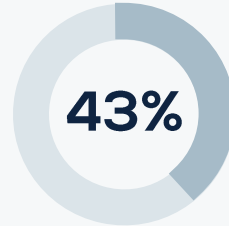
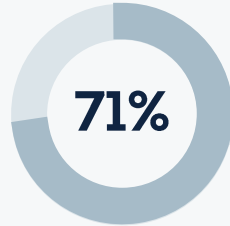
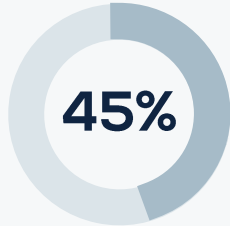
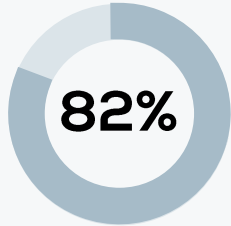
UNDER THE AGE
OF 45



HAS
CHILDREN



ANNUAL
HOUSEHOLD
INCOME >\$100K



...and how you'll reach them.



ANNUAL
AVAILABLE
IMPRESSIONS



MONTHLY
VISITORS



ANNUAL UNIQUE
DIGITAL VISITS

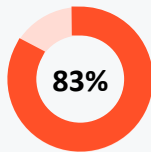


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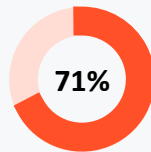
Democracy of style

Where everyone feels like they belong, and their style is imbued with love and quality at an affordable price point.

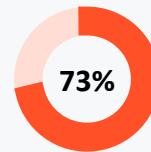
We aspire to be America's Most Loved Brand.



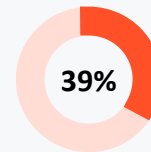
Primarily female



Under the age of 55



Has children



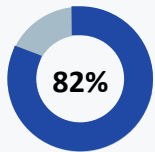
Annual household income >\$100K

Source: Merkle DataSource estimated audience demographics reflect period from September 2019 through August 2021

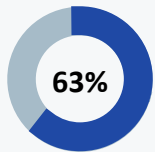
Modern American Optimism

We are originators and champions of American style, bridging the gaps between individuals, generations, and cultures.

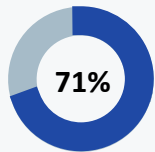
Our heritage is grounded in denim but we do more than sell clothes; we shape culture.



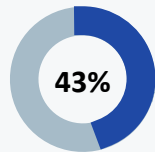
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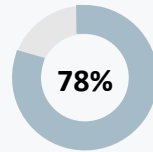




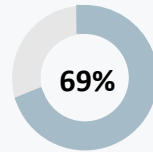
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Timeless with a modern twist, for adventures near and far

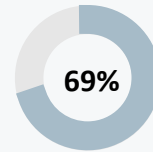
Banana Republic is rooted in Californian creativity and wanderlust. Curious, connected and adventurous, we design for a life where anything is possible.



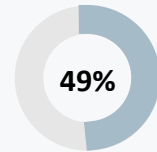
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Has children



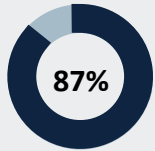
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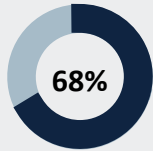
The power of she

Confident, inspired, motivated, and connected, we set ambitious goals to challenge ourselves and others to work differently.

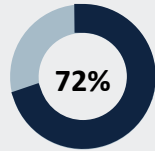
Uncompromising in our pursuit of product perfection, we create for every aspect of your life.



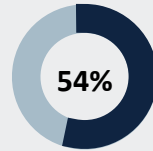
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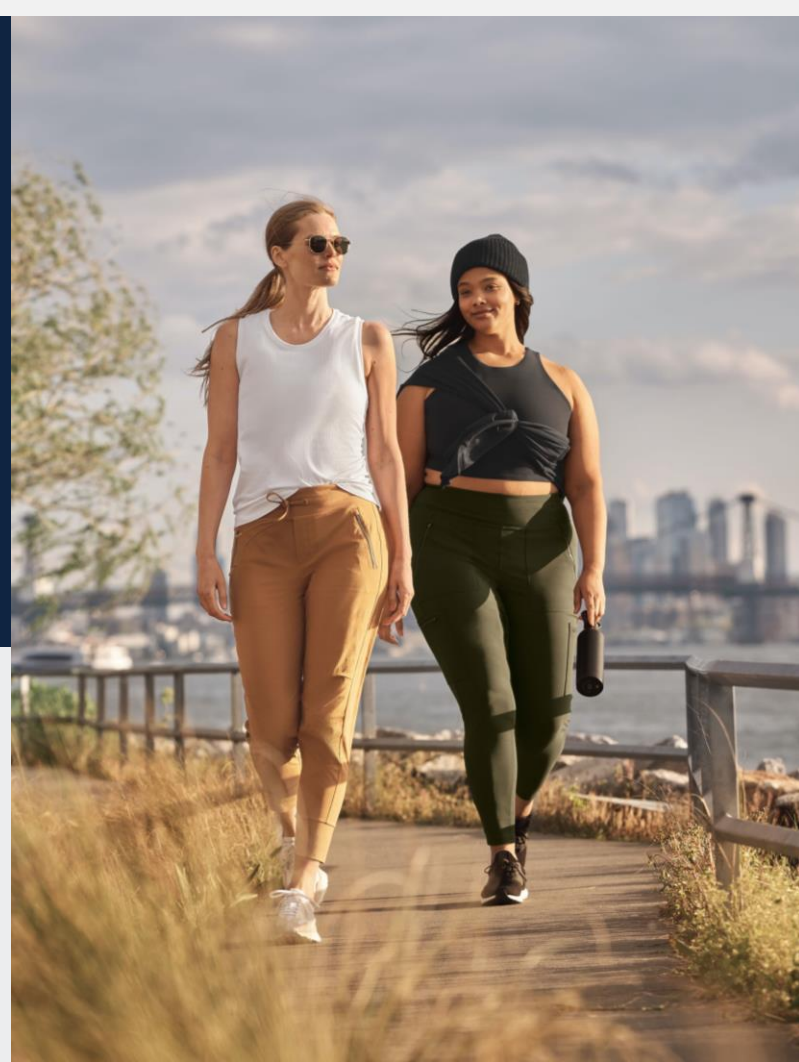
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Has children



Annual household
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GPS Media connects you to real people in a brand-safe environment to meet your strategic goals

TARGET REAL PEOPLE, NOT COOKIES

Over 500 million unique, engaged visitors each year¹

BRAND-SAFE ENVIRONMENT

Clean, highly optimized digital real estate from one of the world's most recognized brands

HIGH VIEWABILITY STANDARDS

Ad units are designed for viewability, supported by ongoing monitoring and A/B testing

UNCLUTTERED AD EXPERIENCE

Our inventory is exclusively provisioned, so your ads get served with minimal ad load

¹Full year 2020

Proven track record across industries and advertisers



MEDIA & ENTERTAINMENT

Top family entertainment and streaming video platform



MULTI-BRAND RETAIL

Leading home goods retailer



CONSUMER PRODUCTS

Leading meal kit and digital native mattress brands



TECHNOLOGY

Leading genetic ancestry company



TELECOM

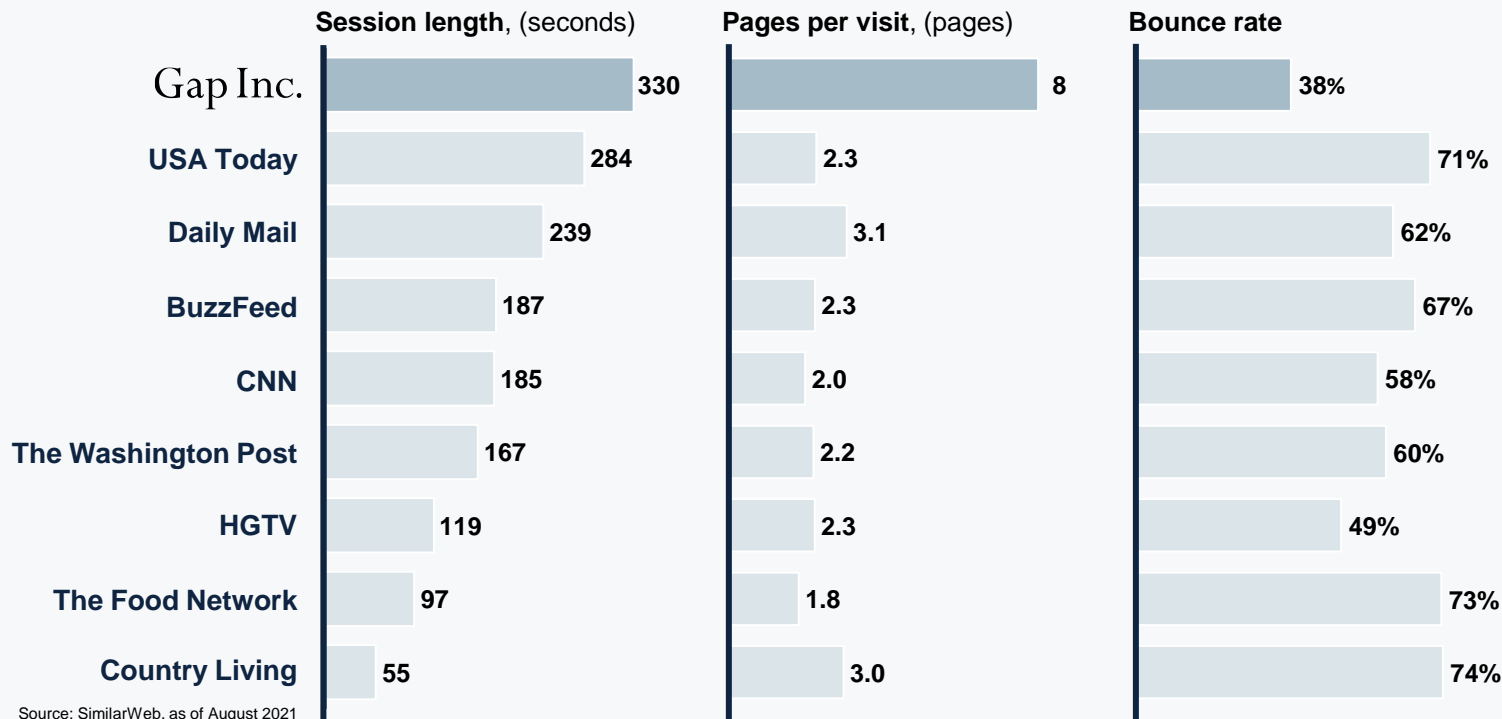
Top satellite radio provider



FINANCIAL SERVICES

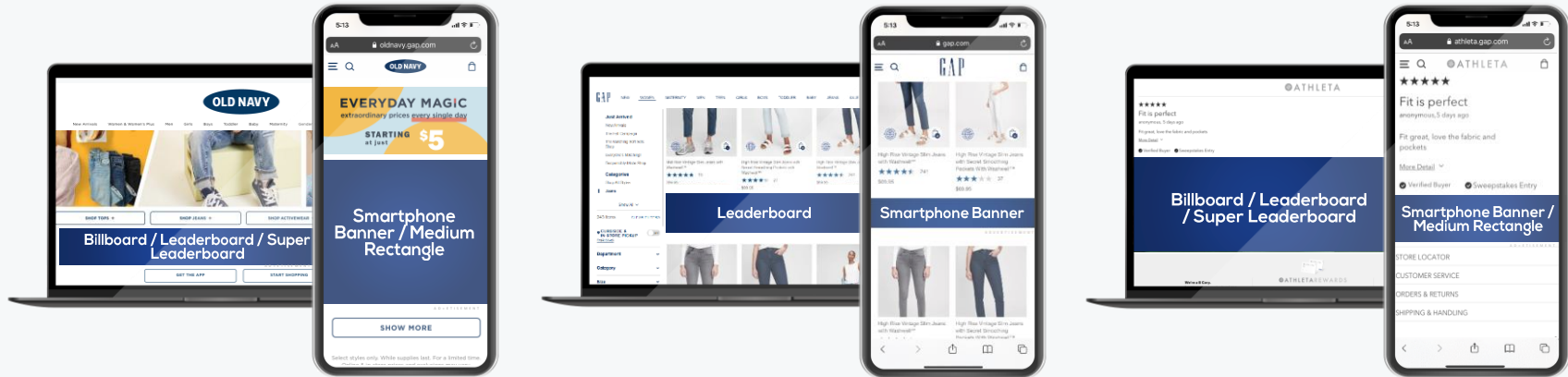
Leading digital payments companies

Our customers are super engaged with our brands, even more than with traditional, well-known publishers



Source: SimilarWeb, as of August 2021

Our digital properties provide the ultimate brand-safe, uncluttered environment to showcase your campaigns



HOMEPAGE

Premium banner placement ensures maximum visibility as visitors enter

CATEGORY PAGE

Seamless banner placement in category scroll reaches visitors as they approach purchase

PRODUCT DETAIL PAGE

Product pages present opportunity to reach customers when they are most actively considering purchase

We have delivered industry-leading performance to early partners

CASE STUDY CONTEXT

A national airline wanted to drive **higher traffic** to their site and **generate more revenue** with GPS Media



CASE STUDY CAMPAIGN

We placed **leaderboard display ads** across **run of site** for two weeks

Our campaign objective was to **drive brand awareness** and limited-time deals



CASE STUDY RESULTS



>4x

Average
ROAS



+10%

In average order value from GPS traffic compared to other referral sources for the national airline

“This was a great opportunity for our brand to show up in an unexpected place; Gap has the huge reach we look for, as well as the stylish vibe that fits with our brand ethos.”

- MANAGING DIRECTOR, NATIONAL AIRLINE

Become one of our invite-only launch partners!

DESCRIPTION	PROPOSAL TERMS
Deal size	\$250,000
Impressions	20,000,000
Placement	<ul style="list-style-type: none">• Run of site• Homepage rotations at GPS Media's discretion
Creatives	IAB standard display ad units
Other features	<ul style="list-style-type: none">• Category exclusivity (considered for a premium)• Right of first refusal in 2022 for an annual buy with category exclusivity

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We know who our audience is, and we know what they want

We use rich proprietary customer data...

- > Gender
- > Age
- > Marital status
- > Family
- > Location
- > Devices used
- > What's important to them
- > What they buy
- > Payment methods
- > And more

...to help you target our coveted first-party
data-backed audience segments.





From determining the right marketing approach and audience targeting for your customers, all the way through to measurement and reporting, our seasoned digital advertising team will be there to support you.

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Let's talk again soon!
We're looking forward to it.

WWW.GPSMEDIA.COM
GPSMEDIA@GAPINC.COM

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