



LookSmart's Geo-Conversion Reporting Helps Connect Online Behavior With Offline Location

Online Advertisers Focus Budgets Where the Buyers Are

SAN FRANCISCO, Dec 09, 2008 (BUSINESS WIRE) --

LookSmart, Ltd. (NASDAQ:LOOK), a premier search advertising network and management company, today launched a new geo-conversion reporting tool that enables online advertisers to improve return on investment by focusing their budget on the geographic locations best responding to a campaign.

Unveiled today at the Search Engine Strategies conference in Chicago, these geo-conversion tracking reports can be as granular as needed, measuring results at the account, campaign, ad and keyword level, and returning conversion rates by country, designated market area (DMA), state, city and ZIP code. In addition, cost-per-action (CPA) can also be measured.

"We have worked with LookSmart for years. They are a cost-effective lead source for some of our customers, and have also provided cost-effective extended reach and distribution from local search engine marketing," said Jeff Werner, communications director, WebVisible. "With LookSmart's enhanced targeting capabilities it just keeps getting better every day and we look forward to continue working with them in the future."

LookSmart continually enhances the AdCenter, its award-winning search advertising platform. During the past year, the search network veteran has made it easier for advertisers to target niche audiences, manage bid prices and control traffic quality via new features and services. At the same time, LookSmart has expanded its network of high-quality distribution partners and strengthened traffic quality by providing reporting tools and services that give greater insight into the network, enhancing its value to advertisers.

"Advertisers can trust that LookSmart works hard to meet all our customers' needs; the addition of geo-conversion reporting is just the latest of many enhancements we've made this year," said Ted West, chief executive officer and president, LookSmart. "Our continued quality improvements help advertisers target their campaigns toward the most effective audiences. Used well, the LookSmart platform can provide advertisers with a leg up on the competition."

"While advertisers of all sizes are challenged by the economy, search advertising networks like LookSmart offer a clear benefit for smaller businesses, which often market to a specific city or region," said Anita Campbell, editor-in-chief of Small Business Trends (www.smallbiztrends.com), an award-winning, comprehensive online publication for small business owners and entrepreneurs. "Small and local businesses can especially profit from search ad networks that not only help them target their desired audience but also enable them to fine-tune their campaigns to be the most effective."

LookSmart will be exhibiting at SES Chicago in Booth 410 at the Hilton Chicago on Dec. 9 and 10. For more information about LookSmart at SES Chicago or to schedule a press briefing during the conference, please contact Raymond Deplazes at 415-694-6715 or email LookSmart@racepointgroup.com.

About LookSmart

LookSmart (NASDAQ:LOOK) is a premier search advertising network and management solutions company. A trusted provider of quality search advertising products and services to text advertisers, LookSmart offers targeted pay-per-click search and contextual advertising via its proven Search Advertising Network. For publishers seeking to create their own branded vertical advertising networks, LookSmart also licenses and manages search ad networks using its award-winning AdCenter platform. Dedicated to the quality of text advertising, LookSmart is one of the five founding members of the IAB Click Measurement Panel. For more information, visit www.LookSmart.com or call 415-348-7500.

SOURCE: LookSmart, Ltd.

LookSmart, Ltd.
Ted West, 415-348-7500
Chief Executive Officer and President

twest@looksmart.net

Steve Markowski, 415-348-7206

Chief Financial Officer

smarkowski@looksmart.net

or

Racepoint Group for LookSmart

Raymond Deplazes, 415-694-6715

LookSmart@racepointgroup.com

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