WHO WE ARE
A media company that transforms people’s passionate opinions into engaging content

WHAT WE DO
Produce and distribute mobile-first polls, lists and videos for our fans

WHY IT MATTERS
Our data-driven approach takes the guessing out of creation, resulting in extremely captivating content
MOBILE-first media company

OPTIMIZATION of social distribution via proprietary data

Our passionate users VOTE 12x per visit

Time on site ENGAGEMENT 2x competitive set
OUR AUDIENCE

18-49 ADULTS

25-34 CORE

50 FEMALE
50 MALE

75 MOBILE
25 DESKTOP
BY THE NUMBERS

100% INCREASE IN AUDIENCE YOY

28MM US MONTHLY UNIQUES*

8MM SOCIAL FANS**

*Quantcast, December 2016
**Facebook Analytics, December 2016
We keep our audience entertained and engaged.

- **ENGAGEMENT**
- **70MM+** video views monthly
- **11MM+** votes per month

<table>
<thead>
<tr>
<th>Platform</th>
<th>Pageviews per Visit</th>
<th>Minutes per Visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ranker</td>
<td>13</td>
<td>3.3</td>
</tr>
<tr>
<td>Complex</td>
<td>9</td>
<td>3.5</td>
</tr>
<tr>
<td>BuzzFeed</td>
<td>7</td>
<td>3.5</td>
</tr>
<tr>
<td>Vox</td>
<td>6</td>
<td>2.2</td>
</tr>
<tr>
<td>Vice</td>
<td>4</td>
<td>2.2</td>
</tr>
<tr>
<td>Mashable</td>
<td>2</td>
<td>2.2</td>
</tr>
<tr>
<td>Refinery29</td>
<td>7</td>
<td>2</td>
</tr>
</tbody>
</table>

*comScore, November 2016*
Mobile-first content offerings tailored for the most opinionated audience in the world

**EDITORIAL**

**RANKING POLLS**
Powered by passionate fan voting

**LISTS**
Original content based off user opinions

**COLLECTIONS**
A thematically aligned compilation of polls and lists

**VIDEOS**
Short form, premium, social first

**SOCIAL**
Bespoke highly engaging content
WHY RANKER

Powered by votes, Ranker Insights’ first party data provides surprising correlations between fans’ passion points, empowering our editors to create actionable content.

1. CAPTURE PASSION DATA
Collect data from fans and provide affinity pools for efficient content creation and targeting buckets.

2. DISTRIBUTE CUSTOM POSTS/VIDEOS
Amplify content via Ranker.com and our proprietary Facebook media optimization tool to maximize exposure and engagement.

3. CREATE ENGAGING CONTENT
Partner with Ranker Labs to develop sponsorship opportunities and custom content.
Providing 360 marketing solutions across video, native, social content and high impact media.
Ranker offers a premium cross-platform solution for video creation and distribution.

**Pre-Roll**
- Desktop / Mobile

**Sponsorship of Originals**
- Align your brand with established Ranker franchises with built-in audiences

**Branded Content**
- Custom-built feature or series

**Capabilities**
- Creative Services
- Product Integration
- Talent Procurement
- Turnkey Production
- Distribution
Editorial thematic alignment for meaningful integration into content streams

**Polls, Lists and Collections**
- Above the fold
- 24-hour home-page placement
- Social amplification
- Featured in recommended sections
- Ad-Blocker proof

---

**Star Trek Beyond**
Own it October 4th on Blu-Ray Combo Pack
HIGH IMPACT MEDIA

Bold and engaging placements that drive viewability, branding and performance

AUDIENCE-TARGETED BANNERS

SITE, DEVICE AND VERTICAL TAKEOVERS

CUSTOM RICH MEDIA ACTIVATIONS
VIEWABILITY
70-85%
BENCHMARK
Above programmatic industry benchmark of 40-50% viewable

PRE-ROLL
76%
COMPLETION RATE
1.5% CTR benchmarks

TOP CATEGORIES
- ENTERTAINMENT
- SPORTS
- FOOD
- GAMING
- MILLENNIALS
- MUSIC
- TRAVEL
- POP CULTURE
- HUNDREDS MORE

DEAL TYPES
- PRE-ROLL
- CROSS-DEVICE IAB & HIGH IMPACT
- CUSTOM INTEGRATED

AD OFFERINGS
- PREFERRED DEAL
- PRIVATE MARKETPLACE
- AUTOMATED GUARANTEED
Ranker’s analytics team, coupled with trusted 3rd party vendors, provide quantitative and qualitative insights.
The folks over at Ranker have divined some pretty fascinating answers to those hard-hitting questions. They've even determined the answer to the age-old quandary: If you like M&M's, do you like Eminem?...

Ranker gets more detail by parsing out people's thoughts on personality, talent, looks and hundreds more categories. Since people can move entries down the rankings, Ranker also gathers negative sentiments in a way that few services do.
THANK YOU

PASSION LED US HERE

AD SALES
ADS@RANKER.COM