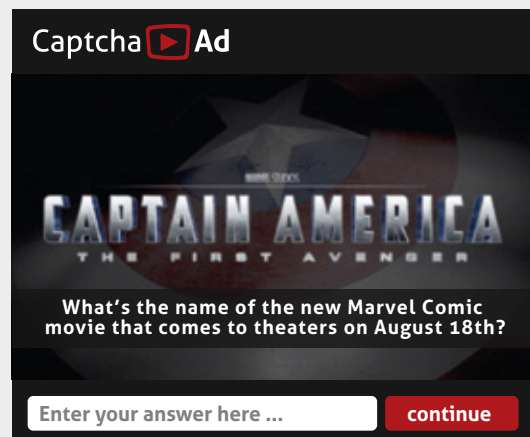# Captcha ▶ Ad

The Company

CaptchaAd GmbH is the world's first provider to combine conventional CAPTCHAs with high quality video advertising. CAPTCHAs are a form of SPAM protection used 280 million times a day worldwide.

The innovation of »CaptchaAds« is: Users do not need to read illegible numbers or letters anymore, but rather answer one question to a video-ad. Possible answers could be product names, slogans, or any other key words which have to be typed into the CAPTCHA-field.

This leads to increased efficiency in advertising (100% contact with the ad, an extremely high ad-effect) compared to other online-ads and guarantees that the message is truly received by – and definitely reaches – the customer.

Captcha ▶ Ad

CAPTAIN AMERICA
THE FIRST AVENGER

What's the name of the new Marvel Comic movie that comes to theaters on August 18th?

| Enter your answer here ... | continue |

As a result of ever-increasing requests for intelligent forms of advertising, CaptchaAd GmbH offers its product toward dual ends: security and the monetization of content.

Our Business Model

CaptchaAd provides an additional revenue stream for website owners. For advertisers, CaptchaAd represents a completely new way to market products with measurable efficiency.

Overall CaptchaAd monetizes interactions and delivers video-ad-range – without publishers needing to provide any video content by themselves.

CaptchaAd is filed for international patent in industrialized countries (e.g. US, Europe, Asia).

What is a CaptchaAd?

A CaptchaAd is a form of advertising that combines SPAM-protection (CAPTCHA) with an interactive video-ad or it integrates those ads inside of other user-interactions on a website. Through this process we show each user a brief ad, anlong with a question asked that is related to the content of the video-ad.

In the above-right example runs a trailer for the film »Captain America«. To answer the integrated question, all the user has to do is enter »Captain America« into the field underneath the video. Various ways of writing this answer, including misspellings, can be integrated into the system and thus just work fine.

CaptchaAd ...

... is innovative, interactive online video-advertising.

... is combination of SPAM protection with interactive video-advertising.

... guarantees 100% ad-contact and ad-interaction with the user.

... is ideal for branding and brand communication.

... delivers video-ad-range without publishers having to provide any content themselves.

... is an innovative application for financing cost-free, yet worthwhile, web-content through advertising.

Examples can be found at **www.captchaad.com**

supported by
US Attorneys
Harness, Dickey & Pierce
www.hdp.com

PATENT PENDING
filed for international patent

CaptchaAd for Advertisers

▶ New option for advertising new products with extreme efficiency in the web.

▶ New type of interactive video advertising with type-in-model and 100% ad-contact.

▶ Emotional advertising through moving images – synonymous with high involvement.

▶ Ideal supplement of advertising portfolios.

▶ Ideal for product and brand communication.

CaptchaAd for Publishers

▶ Effective advertising with better usability, higher acceptance by the customer, and maximum attention.

▶ Significantly improved usability and highest possible SPAM protection for users.

▶ Produces additional ad-spots that result in a significantly increased inventory and marketing potential for video advertising.

▶ Solves the problem of free, yet worthwhile, online content on the internet, without the user paying for it physically.

CaptchaBattle

CaptchaBattle compared original CAPTCHAs to new CaptchaAds. The results of over 2000 participants in those CaptchaBattles turned up the following fact:

CaptchaAds are faster to solve.

CaptchaAd	5,193 sec.
reCAPTCHA	7,480 sec.

Source: www.captchabattle.com
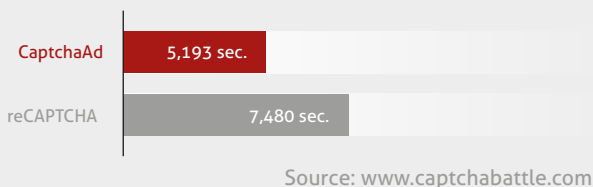
On average, CaptchaBattle participants rated the solvability of reCAPTCHA versus CaptchaAd in favor of CaptchaAd (in school grades):

reCAPTCHA: C-
CaptchaAd: A-

Advertising effectiveness study of Fresenius University and MITSUBISHI MOTORS

The Fresenius University study compared an actual, innovative ad-form (medium rectangle) with CaptchaAd advertisement.
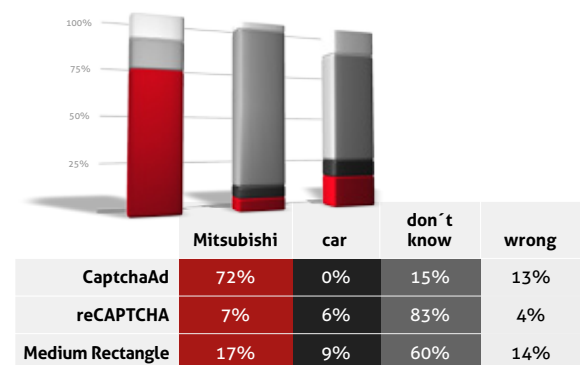
Setup:

CaptchaAd

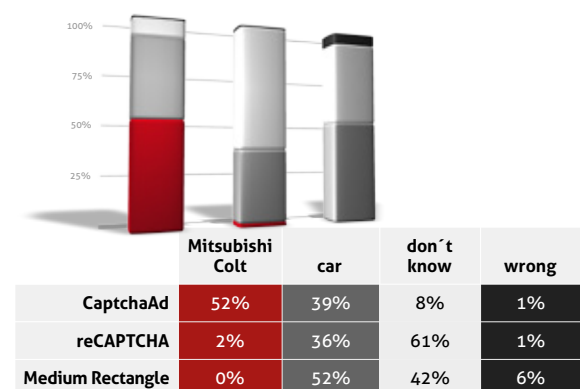advertisement (medium rectangle) with reCAPTCHA

normal advertisement (medium rectangle)

Question: Which brand was shown in the ad?

	Mitsubishi	car	don´t know	wrong
CaptchaAd	72%	0%	15%	13%
reCAPTCHA	7%	6%	83%	4%
Medium Rectangle	17%	9%	60%	14%

Question: Which product was advertised for?

	Mitsubishi Colt	car	don´t know	wrong
CaptchaAd	52%	39%	8%	1%
reCAPTCHA	2%	36%	61%	1%
Medium Rectangle	0%	52%	42%	6%

Result:
CaptchaAd is the most effective form of advertising for brand and product recognition and results in the measurable success of branding campaigns.

Examples can be found at **www.captchaad.com**

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PATENT PENDING
filed for international patent