

## What is GoGoMo Express?

GoGoMo Express is a website monetization service through which consumers can make rapid transactions without leaving your site. It is quick and easy to implement. Simply display GoGoMo Express on your website and start earning money from Impressions, Clicks & Transactions.

## Why GoGoMo Express?

- GoGoMo Express generates new revenue for your site without using any existing ad space.
- GoGoMo Express provides a better commerce experience for your website visitors by allowing them to shop without leaving your site. This translates to higher page views for your site.
- With GoGoMo Express, you enhance the value proposition to your users by providing instant access to the wide variety of name brand merchant products & services. Popular offers include music, movies, digital gift cards, movie tickets, electronic gadgets, books and much more.

## Key Features

- Express Transactions: quick & dynamic user experience for 'Single Click' Express Transactions enables users to buy products or services without leaving the host site; and with an ability to converge onto a mobile device.
- Express Links: creates selective & contextual hyperlinks on your website which when clicked take the user to an Express Transaction offer, still on your site.
- Express Tags: converts your web page elements to Express Tags - just like Express Links except that Express Tags are designated by you. Simply add custom attributes to web elements and enable users to buy highly relevant products from your pages.

## How do I integrate GoGoMo Express to a web page on my site?

You can setup in minutes! Just insert a few lines of JavaScript code and you are done. Copy & paste the below script into the bottom of your html content, and just above the </body> tag of each page you plan to enable GoGoMo Express. Highlighted portions are configurable.

```
<script type="text/javascript">  
  var _g_InitState={_g_PubID:0,_g_HotLink:false,_g_Theme:0};  
  var _g_dt=new Date();var  
_g_qs='?'+_g_dt.getFullYear()+'+'+_g_dt.getMonth()+'+'+_g_dt.getDate();var  
_g_host=(( 'https:'==document.location.protocol)?'https://static1.': 'http://static. ');  
  document.write(unescape('%3Cscript src="' + _g_host + 'gogomo.com/Main/GoGoMo.js' +  
_g_qs + '" type="text/javascript"%3E%3C/script%3E'));  
</script>
```

## How do I enable Express Links and Express Tags features?

- **Express Links:** In the above script, update the value of '\_g\_HotLink' variable to 'true'. Default is 'false'.
- **Express Tags:** Include 'gcontext' attribute in any html tag on your page that you wish to convert to an Express Tag. For example, if you wish to convert an image to an express tag, include the 'gcontext' attribute as shown below in the <img> tag. The value(s) of this attribute (in this case, "cars, toys, books") will be used as keywords to fetch related products, and then present these products as Express Transaction offers.

```

```

### How can I start generating revenue?

Simple! Update the script code with your unique "Publisher Id". To do so, submit your personal information and website details at <http://www.gogomoexpress.com>. Upon approval, you will receive a 'Publisher Id' with which you can update the value of the '\_g\_PubID' variable in the above script code.

### How can I track my revenues?

After you sign up for GoGoMo Express at <http://www.gogomoexpress.com>, you can access our reporting system to track revenues and other metrics.

### What are the requirements to get GoGoMo Express?

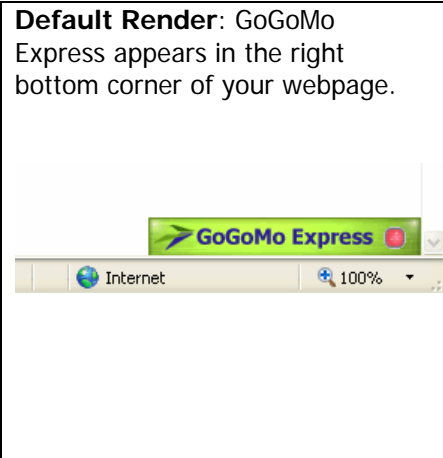
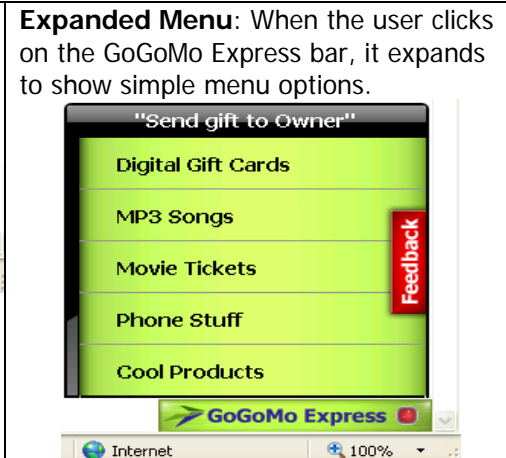
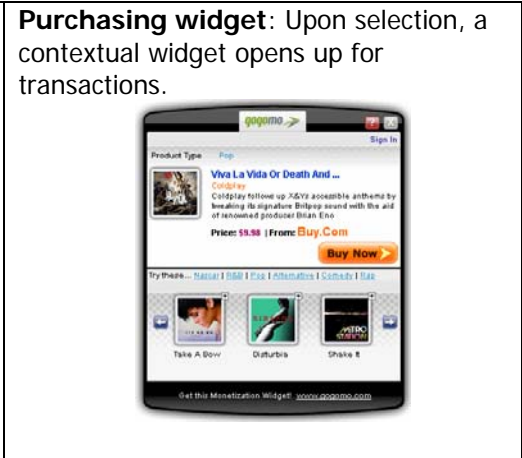
GoGoMo Express requires websites to have high volume & quality traffic. Revenues generated are directly proportional to the Click- through Rates (CTR) & Transactions (CPA). Currently the service is limited to USA traffic only. Bloggers can also apply.

### Will my site's performance be impacted by GoGoMo Express?

No. The performance of your web pages won't be impacted. The code is designed to be loaded by the browser after your entire page has been displayed. However, the very first-time page load that calls the JavaScript code on GoGoMo Express Content Delivery Networks may take slightly longer than a regular page load. Subsequent page loads will use cached data and will not be affected.

### How does GoGoMo Express appear on my webpage?

After you have added the script to your web page, GoGoMo Express appears at the bottom right corner of your web page and does not obstruct the user's active view. See **GoGoMo Express Screenshots** below.

<p><b>Default Render:</b> GoGoMo Express appears in the right bottom corner of your webpage.</p> 	<p><b>Expanded Menu:</b> When the user clicks on the GoGoMo Express bar, it expands to show simple menu options.</p> 	<p><b>Purchasing widget:</b> Upon selection, a contextual widget opens up for transactions.</p> 
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### What skins does GoGoMo Express offer?

To change a skin, set the '\_g\_Theme' variable in the script. Available values: 0 (Black), 1 (blue) and 2 (chrome). The default is – 0 (black). Please send email to [support@gogomo.com](mailto:support@gogomo.com) for any specific requirements.

### How can I contact GoGoMo?

For any support or customization inquiries, contact [support@gogomo.com](mailto:support@gogomo.com)

For other innovative and competitive advertising solutions, visit us at <http://www.gogomo.com>