



CAPABILITIES

Targeting

- Target offers based on advertiser selected criteria
- Rotate offers by Popularity, Bounty, Success, Need-to-fill, Even and Random Rotation or Weight
- Target offers for display to specific publishers
- Target by page location on publisher's website
- Accept unlimited data fields from publisher
- Data validated 2x - on receipt from publisher and also prior to lead export
- Define up to five additional questions for pre-screening and advanced offer qualification
- Disqualify a lead based on information gathered in custom fields
- Dedup leads against current house file to obtain new prospects (Can be provided in MD5 encrypted format for additional security)

Customization

- Auto-collection of required registrant information if not provided by publisher
- Offer capping by publisher and/or page
- Append IP/Gender/Geo/Census data
- Automated form field expiration dates for custom questions or menu items
- Rule creation based on lead data received to redirect a registrant to a specific URL on publisher site
- Multiple real-time and batch lead delivery methods (Email , CSV , HTTP, SOAP, Customized)
- Client user interface for system management and offer trafficking
- Registrant email receipt with customizable content
- Optional 'Thank You' page recapping selected offers
- Optional lead export of partially qualified data

Reporting

- Real-time, 24/7 access, password protected
- Grouping by publishers for enhanced reporting
- Export lead for offer analysis by publisher or page
- Track by most successful offers for earnings optimization
- Classification of leads into billable and non-billable categories
- Automated email updates to advertisers and publishers summarizing current lead results and offer performance

BENEFITS

Publisher

- **Generates revenue** - create new revenue from existing registration process
- **Reduces cost** - directly offset subscriber acquisition costs
- **One-time set up** - quick and easy integration
- **Maintain control** - over advertiser approval process
- **Adds value** - to existing channels, current advertisers and subscribers

Advertiser

- **Precision targeting** - lead matching using unlimited combinations of demographic data & custom filters
- **Eliminates risk** - only pay for fresh leads or new contacts
- **Leads are exclusive** - no sharing with competitors
- **Build database** - easy, automatic, guaranteed data
- **Budget control** - multiple capping methods control lead flow by quantity, month or average

Subscriber

- **Targeted** - only see ads meeting advertisers' specific criteria
- **Relevant** - only see ads matching demographic profile
- **One-click system** - no need to enter repetitive contact information
- **Adds value** - receive unique offers, products and services
- **Saves time** - user friendly