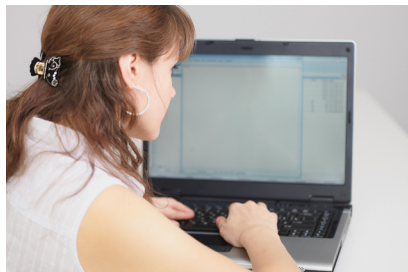




# Kiss Your Privacy Goodbye!

Now with just a name & address, marketers can



# INVADE YOUR WEB VIEWING!

Now they can invade anyone's internet world with no cookies, no permission ... and for just 3 cents each they are inside with just a name and address

Past customers? No problem...

Demographic prospect targeting? No problem...

Personality based profiling? No problem...

About 50% of any list you have of both customers or prospects have their web viewing door to their computer unprotected from your advertising "efforts" to be polite ... and for now it's entirely legal, the regulators in my opinion are watching "Leave it to Beaver" They are really that far behind .....

## **BIG BROTHER IS NOT ONLY HERE, HE SITS ON YOUR LAP!**

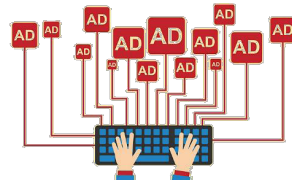
The smart competition (some of them bad guys) will be using this to attack your customer base.

Good guys like you, those who take great care of customers, need to protect your customers and prospects from the web invasion.

## **IP TARGETING**

The IP Targeting platform allows you to target your potential customers with pinpoint accuracy.

1. Each computer with internet access has a special IP Address associated with it, these IP Addresses can be matched with a Physical Mailing addresses.
2. You provide us a list of mailing addresses, a set of ads, and a landing page. We can design ads and purchase mailing addresses for you if needed.
3. We run your mailing addresses through our system to see which ones we have mapped. Then we calculate a match rate for you.
4. We provide you the list of matched addresses so you know who we will be targeting before the campaign begins.
5. The campaign starts and we begin placing your digital ads on your target's computers. (We do not serve ads on inappropriate websites)
6. Since we are targeting your prospects' IP addresses, your ads will follow your prospect around the Internet on the pages they view.
7. Once the campaign is over, we will provide you a report that shows daily impressions, clicks, the websites your ads were displayed on, and more.
8. When the sales cycle is finished, you provide us a list of clients who converted in order for us to run a "Match Back Analysis".
9. The Match Back gives you a definitive ROI by showing you how many of the prospects we were targeting converted to customers.



### **KEY BENEFITS:**

We reach only the people you wanted to target with extreme accuracy.  
Since the IP address is the entry point we can reach homes and businesses.  
IP Addresses are stored on ad servers, so cookie detection does not affect the campaign.



*A Perfect Vision for Success*

At your service .... Mike Morosi ... and Proud to be a PHCC/QSC Industry Partner and a Service Roundtable Consult Partner

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