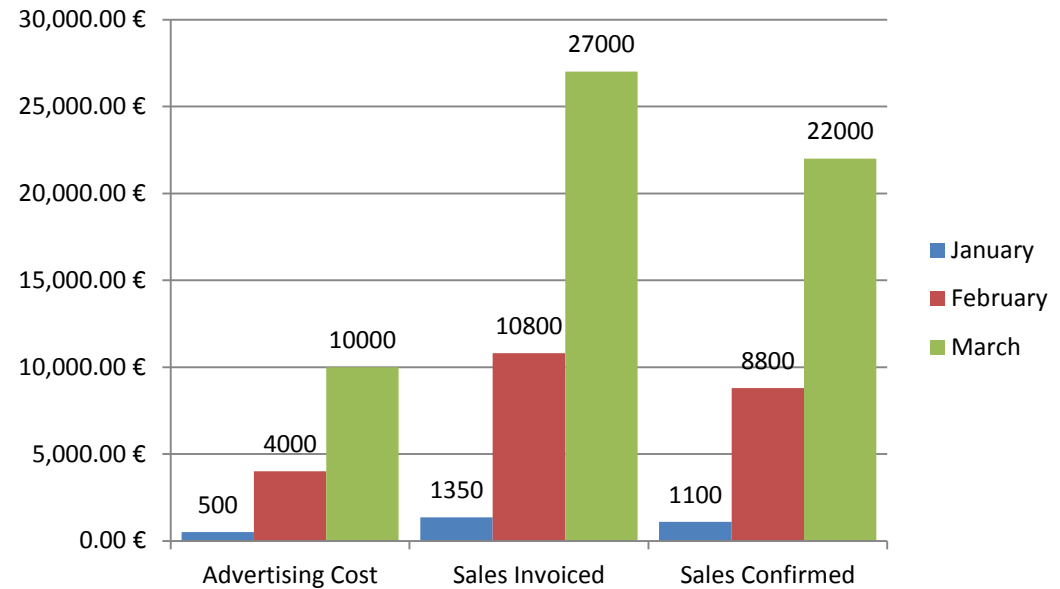
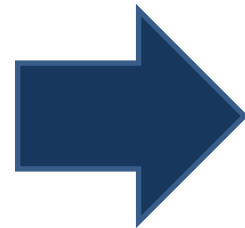
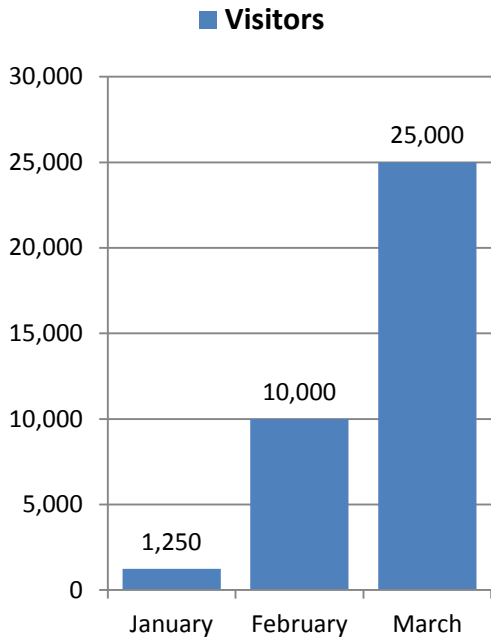


Integrated Marketing Insights

Advertising Campaign Control Made Easy



Bringing Online Business Automation to Traditional Businesses

Marketing Manager Overview

Automatic Reporting of:

- Advertising costs vs. Sales
- Conversion rates to evaluate performance
- Real-time cost of sale vs. sales with gross profit calculation
- Sudden reduction in website and lead conversion
- Marker events that impact campaign success
- Most profitable campaign items
- Cumulative sales
- Value of customers over time for specific products/services

Benefits:

- Real-time automatic control of campaign profitability
- Keep track of website visitor-to-lead conversion efficiency
- Evaluate and improve sales team performance with lead-to-sale conversion
- Based on real values rather than estimates
- Easier to control business growth through any form of advertising
- Automated warnings about sudden declines in website and lead conversions
- Possibility to correlate with information like weather conditions, world events, etc.
- Customer value over a period of time
- Know the value of a client over time, associated with the campaign that generated it

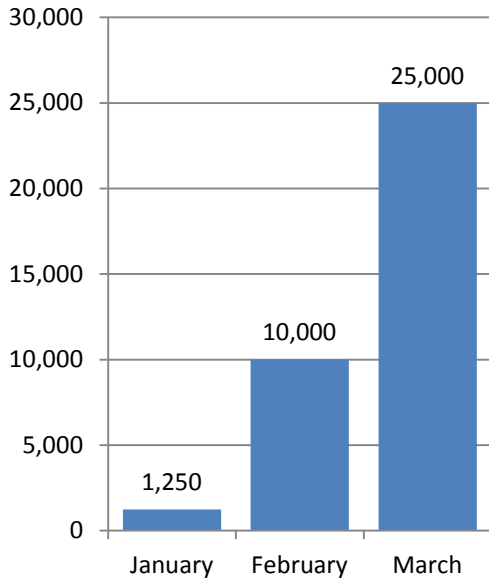
Campaign: Security Products
Date: From 2010-01-01 to 2010-11-30
Cumulative Period: 1 Year

Product / Service	Website				CRM		Invoicing			Accounting			
	Cost	Visitors	conv	Leads	conv	Clients	Avg Sale	Total Sales	Cum. Sales	Cost	Cum. Cost	Profit	Cum. Profit
Safes	€ 9,627	24068	2.2%	529	15.3%	81	€ 1,293	€ 104,887	€ 356,614				
Alarms	€ 6,917	17293	2.5%	424	12.4%	53	€ 590	€ 31,046	€ 105,557				
Fencing	€ 3,754	9384	2.0%	183	11.8%	22	€ 903	€ 19,548	€ 66,462				
Gates	€ 15,321	38302	2.1%	812	16.4%	133	€ 1,443	€ 192,045	€ 652,952				
Total	€ 35,619	89,047	2.2%	1,948	14.0%	288	€ 1,057	€ 347,525	€ 1,181,586				

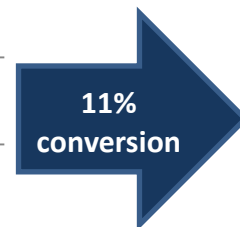
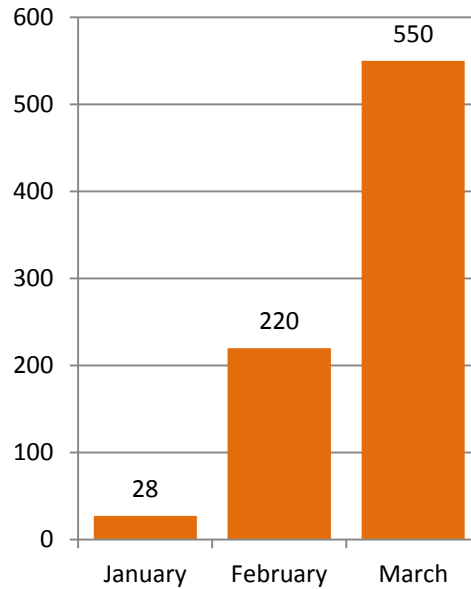
Cumulative Sales refer to the total sales to customers acquired from a specific campaign or campaign item, over a period of time. For example the client ABC Ltd purchases a Safe in month one and 2 months later acquires an alarm system. Sales value would account only for the first sale, in this case the safe, while cumulative sales over 1 year would include also the alarm system.

Sample Measurements

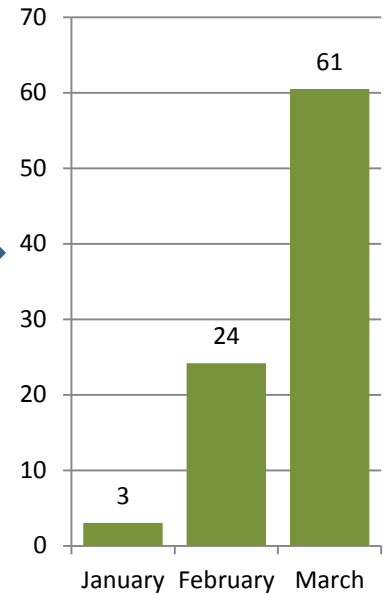
■ Visitors



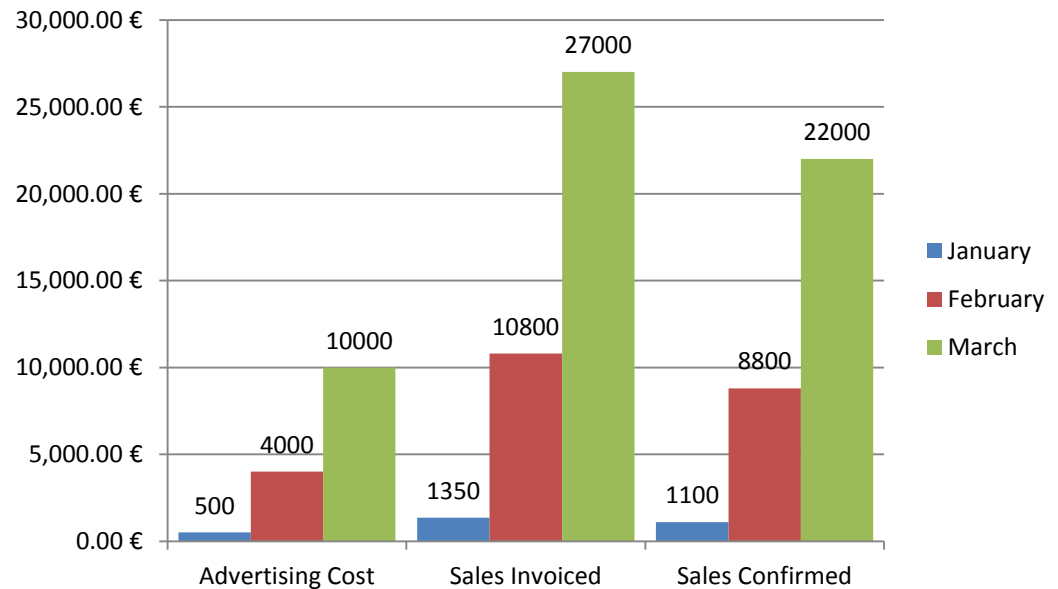
■ Enquiries



■ New Clients



Results



Visitor-to-Enquiry

Conversions range from 1% to 3%

An optimized website usually has between 2% and 3%

Enquiry-to-Client

Conversions range from 10% to 25%

An optimized workflow usually converts 15% to 25%

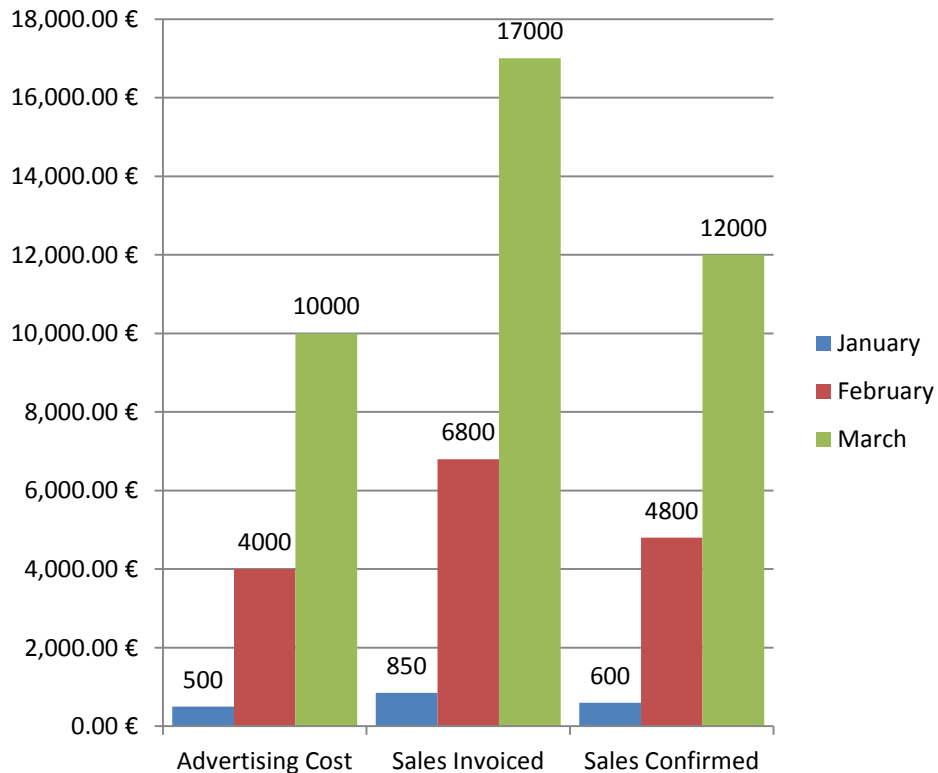
Multi-Campaign

With our system you can now automatically know how much ROI you have for every advertising campaign. This allows you to try multiple source campaigns, eliminate those with low ROI and invest more in the ones with high ROI.

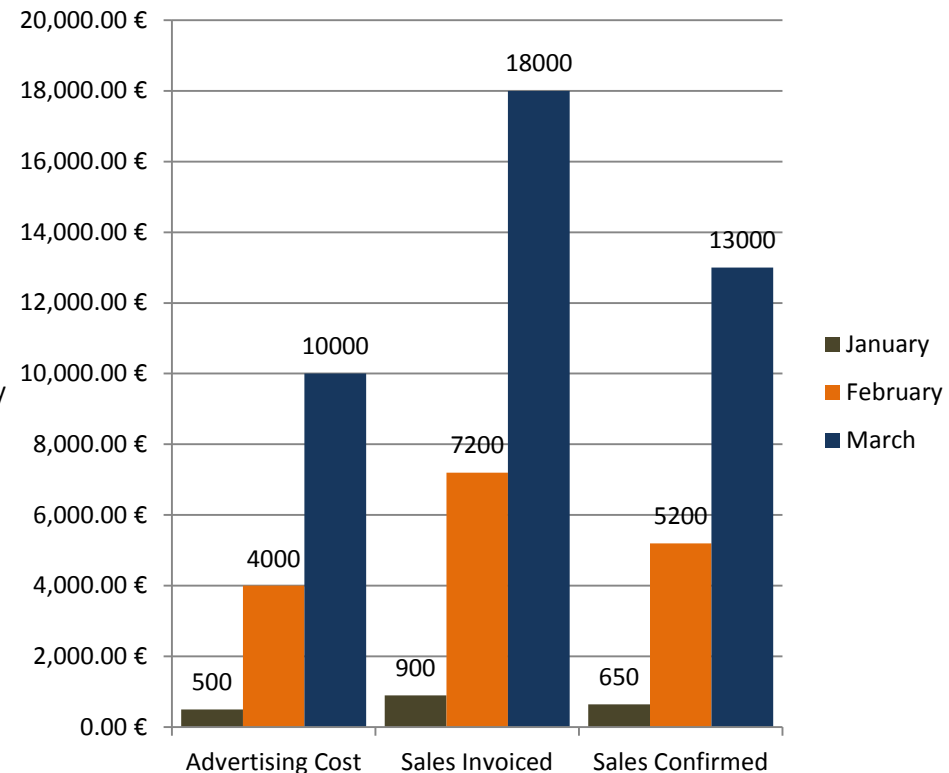
Finding good sources of advertising will become easy as you can try them with small amounts first and immediately see the financial results.

Additionally you will be able to see the results of a campaign over time. This means after a campaign is over, contacts and/or clients generated by that campaign can still purchase and this should be accounted as results for that campaign. Some campaigns pay off over larger periods of time while others bring immediate results. With long-term-results overview you will have all this information available.

Newspapers



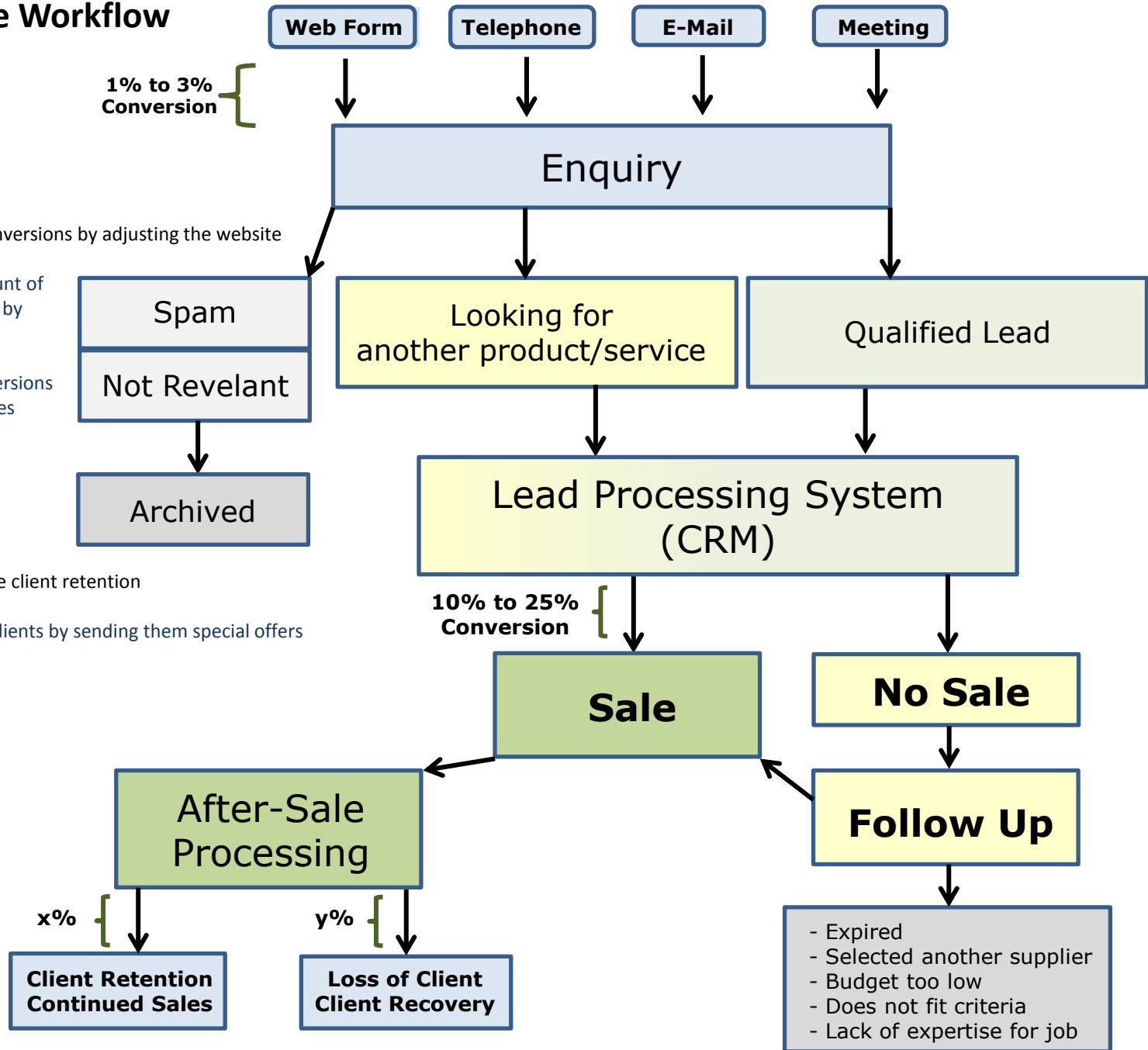
Magazines



Sample Sales Cycle Workflow

Our Objectives:

1. Increase Visitor-to-Enquiry conversions by adjusting the website
2. Measure and reduce the amount of irrelevant and spam enquiries by identifying its source
3. Increase Enquiry-to-Sale conversions by studying and improving sales workflow and methods
4. Measure and help you improve client retention
5. Advise you in recovering lost clients by sending them special offers



Implementation

How do we Track Results?

- We add a small piece of HTML in the existing website, to track campaigns and conversion to enquiries
- Optional integration with existing CMS and Accounting System to track conversion to sales
- To track offline advertising we use special campaign like “campaignname.yoursite.com”

Online Advertising Questions

Is there a monthly fee for the online advertising service?

Unlike most companies we believe that if we provide excellent results, clients will want to continue investing with us. For this reason we have **no monthly fees** and **no obligations** whatsoever.

How can I start?

You start by making at least a € 500,00 payment so we can start a “Pilot Campaign”. This pilot campaign will run for 1 to 4 weeks and will produce **measurable results at low cost** so we can analyze the statistics, conversion efficiency to enquiries and conversion efficiency to sales. You should get at least 3 new clients with this amount. **The average cost to acquire a new client is around € 100,00**, depending on the volume you want. Lower volumes are cheaper while higher volumes are more expensive.

Why do you start only with € 500?

From experience we learned that starting a full budget campaign from the start without first doing a pilot campaign is like shooting in the dark, even though it might go well, **we want to avoid wasting your money**. For example if your site is converting only 0.1% of the visitors and you don't know this and invest € 10000 in a campaign, the results would be so bad you would think the campaign was unsuccessful when in fact the problem was in the website that is converting 20 times below **optimal conversion**. For businesses with high profit per sale this is usually not necessary.

Can you assure we will have results?

We treat our customer's investment as if it was our own. We know if we don't get results we lose the client and for this reason we invest on a long-term strategy of working with the client, understanding the business and improving the involved processes in order to produce sustained growth at peak efficiency.

Even though having 50000 people going to your website does not guarantee any results, it is very unlikely you won't get hundreds of enquiries and a few dozen clients with that kind of volume.

To minimize risk we grow the advertising in a sustained manner, measuring everything and making sure it is paying off by getting feedback from our clients. With exact sales tracking there is no doubt about the success of our campaigns and we prefer to let the numbers speak by themselves and only then start growing the budgets to achieve higher volumes.