### THE COMPANY

Opt-Intelligence, Inc. operates the leading, global opt-in advertising network servicing one of the fastest growing areas in online marketing, opt-in lead generation. Our proprietary technology enables both Web Publishers and Advertisers to benefit the use of the network. It allows Publishers to further monetize their websites and Advertisers to generate higher quality leads.

### ADVERTISER HIGHLIGHTS

- Offers served to targeted audience to generate higher quality leads
- User Personally Identifiable Information Protection
- Network of quality Web Publishers
- Experienced Industry Experts to assist in managing your account and lending invaluable suggestions to improve the performance of your offers

## **Generate Highest Quality Opt-In Leads**

### The Solution

Our opt-in advertising platform provides Advertisers an effective way to generate the highest quality leads in addition to other forms of online lead generation. (i.e. search, email and banner) By leveraging our existing user-base of quality Web Publishers, our Advertisers have the ability to generate targeted leads more effectively.

### Our Technology

Powering the opt-in ad network is our proprietary ad serving technology which handles all aspects of the opt-in process including:

### **Targeting and Serving**

Offers can be targeted by vertical, demographically and geographically

### Optimization

Technology automatically adjusts and serves up the most relevant offers resulting in the best performance

### **Data Validation**

Email, physical address, phone number are just a few data points that can be validated prior to sending leads to advertisers

### Data Transfer

Data can be transferred in real time or in a multiple of other formats

#### **Confirmation Email System**

An auto-responder email may be sent to consumers to confirm their opt-in

### Data Validation

Once your opt-in data has been collected from the publisher, we put it through a battery of validation processes including:

**Email Address** checked for proper formatting and the domain is validated

### Auto-Responder Bounces checked

**Physical Address** checked against a database of every address in the US and Canada

**Phone Number** checked against a data base of area codes and prefix combinations

\*Additional validation screening available upon request

## **OPT-IN**TELLIGENCE

# **Advertiser Solutions**

## TYPES OF OFFERS

- Free Trial
- Exclusive Promotion
- Free Subscription
- Discount Promotion
- Free Newsletter
- Free Report
- More Company Info

### WHAT WE DON'T DO

- Incentivized Offers
- Pre-checked boxes (optouts)
- Require a cumbersome multipage opt-in process
- Broker offers outside the hosted OI network
- Disrupt or complicate the user's experience
- Serve irrelevant offers

### **CLIENTS INCLUDE**

### PUBLISHERS

Orbitz Hoovers The Street.com Forbes Zacks The Motley Fool Investor's Business Daily

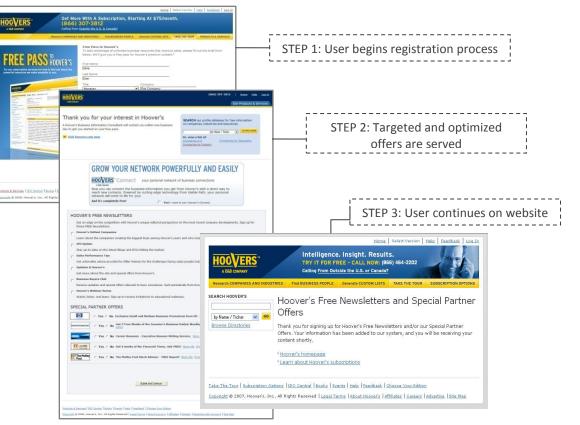
#### **ADVERTISERS**

Nokia Dell P&G Overstock.com Circuit City Wal Mart eBay

#### **CONTACT US**

Main: (212) 594-3862 Fax: (212) 594-3946 <u>sales@opt-intelligence.com</u>

## The User Experience



## **Email Confirmation System**

After a user opts-in to an offer, our confirmation email system automatically sends an autoresponder email to the user. The benefits to this feature include:

- Validates email address
- Reiterates offer benefits
- Provide additional information on offer and company
- Provides a chance to unsubscribe to the offer

### Sample Email Confirmation

Sent:	Thursday, April 10, 2008 3:25 PM
To:	
Subject:	(via Test Placement)
	onfirmation of your opt-in to the <b>Test Offer</b> offer on <b>Test Placement at 12:00 AM 01/01/70.</b> ribe from all future communications by dicking <u>here</u> . If you feel you are receiving this email in error, please dick <u>here</u> to let us know.
You are receiving	this message because you requested email at Test Placement.
Thank non for mi	bscribing to the Small and Medium Business monthly promotions e-mail featuring limited time offers for subscribers.
	oscriong to me omail and suedium nusmess moniny promotions e-mail reasoning innited time offers for subscribers. Ill be delivered to your inbox shortly.
	use deutered to your moor anony. visit our Special Offers site for current deals and special offers.
	ent deals and special offers.
Please take a mo	ment to verify your subscription:
Subscribed Date.	01/01/1970 12:00 AM
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Last Name: Testi	astname
If you received th	is message in error or wish to discontinue receiving e-mails from regarding special offers and information, please click here:
Unsubscribe	
For more informa	ation regarding the privacy policy or to obtain contact information, please visit our privacy statement at
Privacy Statemer	
or write to us at !	Privacy Mailbox, 20555 SH 249,
Houston, Texas	70

# **OPT-IN**TELLIGENCE