Create a New Revenue Stream Maximize Advertising Revenue

The Solution

Our opt-in advertising platform provides Publishers an effective way to create new revenue opportunities in addition to other monetization tools such as search, email and banner. While maintaining the integrity of the user experience, Publishers are able to leverage our existing user-base of high quality Advertisers to maximize advertising revenue.

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

Offer Options

Opt-in offers can be placed in several different areas of a publisher's website. This is done through a simple "cut and paste" of java script into the chosen page. All offers are served within the "normal" process of all placement areas without detouring visitors from the website.

Placement Options

Registration Path Log-In Path Profile Update Special Offers Page

Other Options

Offer Format Number of Offers Served Category of Offers to Serve

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.

PUBLISHER HIGHLIGHTS

- Uninterrupted User Experience
- Seamless JavaScript Implementation
- Targeted and Optimized offers served
- Personally Identifiable Information Protection
- Network of quality Advertisers
- Experienced Industry Experts to assist in managing your account and lending invaluable advice on maximizing your eCPM.

OPT-INTELLIGENCE

Publisher Solutions

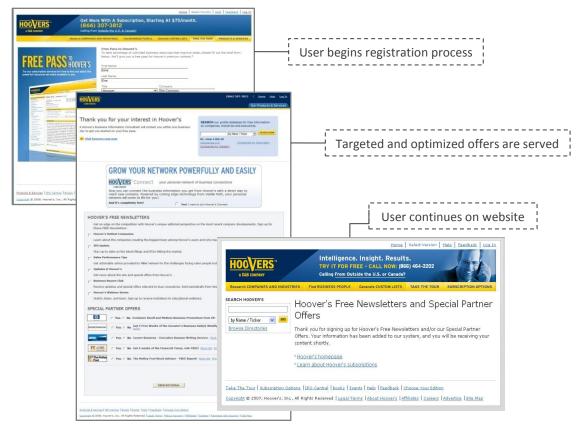
CLIENTS INCLUDE

ADVERTISERS Nokia Dell P&G Overstock.com Circuit City Wal Mart eBay Forbes The Motley Fool Time, Inc. Xerox Land Rover Investor's Business Daily

PUBLISHERS

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

The User Experience



What We Don't Do

To maintain the integrity of the user's experience and the quality of offers served on your website, we avoid the following:

- Serving Incentivized Offers
- Pre-checking boxes (opt-outs)
- Requiring a cumbersome multipage opt-in process
- Redirecting users from the website
- Serving irrelevant offers

CONTACT US Main: (212) 594-3862 Fax: (212) 594-3946 sales@opt-intelligence.com

OPT-INTELLIGENCE