

## 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.

## 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



# 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

User begins registration process

Targeted and optimized offers are served

User continues on website

## 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

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