

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



Advertiser Solutions

TYPES OF OFFERS INCLUDE

- 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 (opt-outs)
- 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

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The User Experience

STEP 1: User begins registration process

STEP 2: Targeted and optimized offers are served

STEP 3: User continues on website

Email Confirmation System

After a user opts-in to an offer, our confirmation email system automatically sends an auto-responder 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

From: confirmation@clearrequest.com
Sent: Thursday, April 10, 2008 3:25 PM
To:
Subject: (via Test Placement)

This email is a confirmation of your opt-in to the **Test Offer** on **Test Placement** at 12:00 AM 01/01/70. You can unsubscribe from all future communications by clicking [here](#). If you feel you are receiving this email in error, please click [here](#) to let us know.

You are receiving this message because you requested email at Test Placement.

Thank you for subscribing to the **Small and Medium Business** monthly promotional e-mail featuring limited-time offers for subscribers. Your first issue will be delivered to your inbox shortly. In the meantime, visit our **Special Offers** site for current deals and special offers. [Go here for current deals and special offers](#).

Please take a moment to verify your subscription:
Subscribed Date: 01/01/1970 12:00 AM
First Name: Testfirstname
Last Name: Testlastname

If you received this message in error or wish to discontinue receiving e-mails from regarding special offers and information, please click [here](#).

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