



Co-registration Advertiser Solution

The Opportunity

To provide Advertiser a technologically sophisticated opt-in (co-registration) financial advertising platform to generate highly qualified leads.

Much as described above, the platform for delivering targeted leads to advertisers through lead generation has not been resolved until now. With our technology, based on your demographic, pshychographic, geographic, and/or other targeting needs, we can deliver daily valuable leads.

The InvestingChannel co-registration advertiser program provides:

- A performance-based, highly targeted lead generation platform based on your criteria
- 100% permission-based opt-in offers... there is no negative impact on the brand as these offers are relevant to the registrant's interests and actually can enhance their overall experience.
- We are directly engaged with the advertisers and constantly coaching them on how to drive up relevancy.
- We are not an advertising/co-registration network but a targeted technology and sales solution which means each publisher and advertiser is managed individually so as to position best/most relevant offers with same publishers.

The Process

1. Agree on which product and offer to launch
2. Establish a maximum cap and cost per lead for a test campaign
3. Work through the insertion order
4. Provide creative for launch
5. Deliver leads as you need (real-time, daily, weekly or monthly) after cleansing process
6. Campaign runs until leads are fulfilled and we can understand the ROI

Overview & Creative Example:

Yes No



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Yes No



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- *Permission Based Opt In Lead Generation*
- *XX registrations a month*
- *Thorough consumer information validation*
- *Cost Per Lead pricing – determined by amount of info requested*
- *Real time or daily batch delivery*

Pricing:

Email only - \$7 per lead

Email & Postal - \$12 per lead

Email / Postal / Phone - \$15