



CORE DATA SERVICES

Presented by Lead Research Group

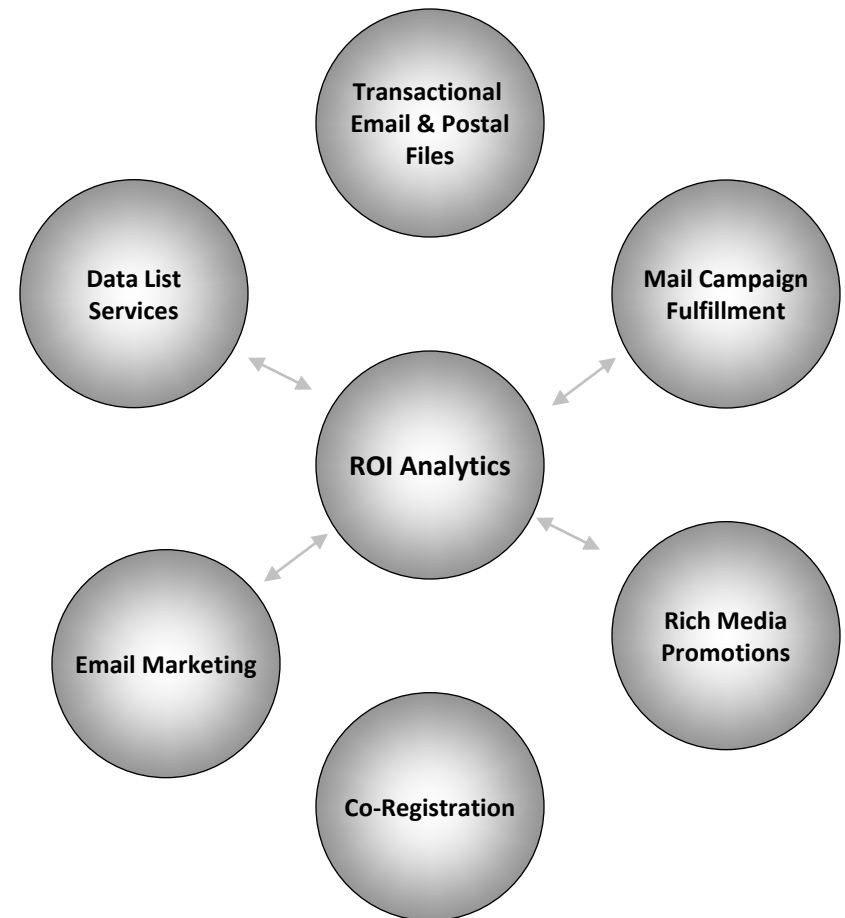
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LRG is a direct marketing firm specializing in integrated marketing solutions that combine email marketing, data mining, direct mail, co-registration and rich media promotions.

LRG management has a track record of award-winning integrated marketing campaigns for big companies, such as Bank of America, Countrywide, Prudential, and Remax.

LRG develops and implements high-impact strategies, with measurable ROI, all via direct closed loop marketing.





LRG has intelligently leveraged the power of web advertising with the effectiveness of email, in an integrated and cohesive way. Our network reaches more than 175 million consumer profiles which can be targeted contextually, behaviorally and demographically. Lead Research Group's Consumer Value Engine consistently determines optimal messaging, timing and frequency to ultimately increase relevance and drive consumer value.

For Advertisers, campaigns can be delivered to a precise audience that ignites brand awareness and direct response through web and email advertising, thereby achieving maximum ROI.

All pricing metrics are supported; CPM, CPC, CPA, CPL.

Email

- 100% CAN-SPAM compliant
- Video & Infomercial Email
- Banner-in-newsletter
- Text Links
- Stand-alone HTML and text

Web

- All IAB-standard ad units
- Targeted text ad placements
- Rich Media



Advertising That is On Target!

Lead Research Group applies contextual relevance, user preference, demographic and revenue maximization algorithms to select the optimal ad for a Web page and the Inbox. With the intelligence to target across more than 175 million consumer touch points, we always display the right message in the most relevant environment. There is never a wasted opportunity!

Adding Email & Transactional DM Data to the Multi-Channel Marketing Mix!

With almost universal penetration - 97 percent of consumers according to Forrester Research's Email Marketing Comes of Age - email is the most popular activity online. In fact, sending and reading email is more popular than watching television according to a study released by Media Screen and Netop. And while in the Inbox, consumers are truly captive, so your brand's message is not competing with irrelevant web content or in the midst of search results clutter.



Alone, display offers a great way to introduce a product or service to a consumer. Adding email to the mix helps build on that relationship while managing your customers through the lifetime sales cycle. Email can be used to accomplish multiple objectives:

- LRG Case Studies show a 100% response increase on direct mail.
- Deliver transactional auto-responders
- Send free-trial conversion follow-up emails
- Engage consumers with email newsletters
- Increase revenue with paid sponsorships or third-party advertisements
- Reactivate customers with retention and win-back emails
- Up-sell and cross-sell your product offerings
- Reach all of the above via Direct Mail & Email



Premium Online Media Inventory

The audience profiles for some of our tier-one publishing partners include:

- **69%** Purchased online in the past 2 months
- **66%** Make travel purchases
- **52%** Make retail purchases
- **70%** Homeowners
- **50% +** College grads/post grads
- **27%** Household Income of \$100k+
- **50%** Postal address for Direct Mail
- **\$52k** Average Income
- **1.35** Average Emails Address Per Individual

Inventory Categories



Target by Demographics, Psychographics, Geographics, and the top interest categories, including:

- Automotive
- Dating/Romance
- Diet/Fitness
- Education
- Financial Services
- Family
- Health/Beauty
- Mortgage
- Real Estate
- Technology
- Travel
- Telecom

Elite Data Sample Profile



Industry: National Sports League

Match Processing

- 232K records received
- 35K (15%) records matched at an individual level
- 46K (19%) total emails because some individuals have more than 1 email

Profiling Statistics

- 59% Male, 41% Female
- 75% have HHI > \$50K and 25% have HHI > \$100K
- Average Age = 40, core market is age 25-50
- Consumers transact most heavily in “bargain hunter” email categories like sweeps/coupons/freebies but are also transacting in high income related categories.
 - Entrepreneurial, franchising
 - Real estate, foreclosures
 - Mortgage (homeowners)
 - Auto financing
 - Online education
 - Travel

Elite Data Sample Profile



Industry: Cosmetic Surgery

Match Processing

- 3K records received
- 450 (15%) records matched at an individual level
- 570 (19%) total emails because some individuals have more than 1 email

Profiling Statistics

- Age: 35-45
- Age soft spot 45
- Level 1 Indicator: Membership or Interest in Dating Sites
- Level 2 Indicator: Sub Prime Candidates
- Level 3: Short Term Loan Prospects
- Level 4: Credit Seekers
- Level 5: Interest or Enrollment in On Line Education

Data Profile Source

The above profile was built by a reverse model of relevant form fill outs, forum entry, RFI, and subscriptions to news and information on lasik treatment. Appended with demographics for a multi-sourced consumer file

Management Team



The success of an organization is a reflection of the quality of its leadership. Our management team has established a reputation for client success. Their dedication to delivering smart, effective work ensures we will never waver from our mission to deliver top ROI for each and every client.

Ryan Rasmussen

Founder & CEO of Lead Research Group

Matthew Marsh

Co-Founder and President of Lead Research Group

Thomas Paquet

CTO

Matthew Ryan Thomas

COO

Ann D. Alvarez

Public Relations



- Confirm your campaign objectives (website visits, sign-ups, direct mail, etc.)
- Request case studies, initial profile, & campaign analysis rules and processes.
- Review the consumer experience and applicable call to actions (email + web)
- Mutually determine appropriate CPM*, CPC, CPL or CPA bounty for the campaign
- Provide Lead Research Group with compelling and direct response oriented creative that changes the consumer's behavior
- Test the campaign and review, refine and optimize the results, build consistent media buying schedule
- We will provide a Master Service Agreement (MSA), for your review and signature, pricing structure, & Scope of Work (S.O.W.), and our getting started documents.

* All Direct Mail Campaigns are billed by CPM only

Contact Information



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