

WHAT ARPU CAN DO FOR ADVERTISERS

The ARPU Lead-Enabled and Purchase-Enabled AdvertisingSM Network has proven successful for a variety of advertisers—from large, name-brand companies to those serving niche markets. This flexible approach was designed to accommodate shipped goods, online services, lead generation, and any combination there of. What ARPU delivers to all of its partners is consistent: low-acquisition-cost, high-value new customers or leads.

What is “lead” or “purchase-enabled” advertising?

At the most basic level, it ties an online advertisement to existing contact and/or billing information, enabling an advertised product or service to be obtained with a single click. When a consumer responds to an advertisement on a site with

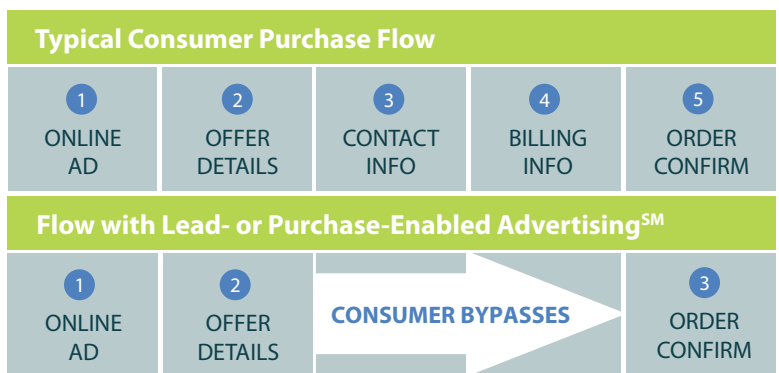


Figure 1. Streamlined Purchase Flow

lead- or purchase-enabled inventory, ARPU’s platform gives him or her the choice to sign up using the contact information or payment instrument already on file with the publisher or used in an immediately preceding purchase.

ADVANTAGES TO ADVERTISERS

- Improved online conversion of 5-50X
- Access to a network of over 85 million unique visitors through single integration
- Performance-based model. Only pay for results.

Why do advertisers join the network?

Increased online conversion of 5-50X. The Lead- and Purchase-Enabled AdvertisingSM Platform has proven its ability to increase online conversion rates by approximately 500 percent—often times, much higher. In the case of the purchase-enabled solution, by tying an online advertisement to payment instrument, the user does not have to take out their wallet, find their credit card and re-enter all of their billing information. For lead-enabled advertising, the user can sign up to receive more information without entering a single contact detail. This convenience to the consumer has resulted in exponential increases in advertisers’ conversion rates—enhancing the overall efficacy of the Internet as an acquisition channel.

Multiple distribution opportunities through a single integration. ARPU’s publisher network is large and growing. Today, ARPU’s network reaches over 20 million

unique visitors every month—a number that continues to grow. By joining the network advertisers’ products and services are immediately eligible for sign-up or sale on all current and future publisher sites through a single integration. Integration varies in length, depending upon the model best suited for a given advertiser, and typically range from one to three weeks.

Performance-based model. There is no up-front cost for any of the inventory placements that ARPU acquires on an advertiser’s behalf. ARPU has flexible partnering options to meet your marketing needs, ranging from revenue share to bounty relationships.

Who can advertisers reach?

Now touching more than 20 million unique visitors per month, participating advertisers leverage an audience large enough to reach any desired demographic, psychographic or behavioral target. These highly-sought-after consumers are not only action minded, but are in-market for the exact type of products and services advertisers have to offer.

Reach action-minded consumers most likely to sign up

- Reach consumers with credit card and contact information already on-file
- Engage consumers who are already active online—purchasing, sign into accounts, registering for services, etc.



Figure 2. Sample Ad Creative



Figure 3. Sample Ad Landing Page

- Target a specific audience using behavioral and usage-based targeting capabilities

Set a performance-based advertising mix

- **Media.** Select from broad-reach inventory to contextually relevant placements, such as gaming, parenting, or sports, to point-of-action opportunities, like sign-in screens and order confirmation pages.
- **Creative.** Test multiple creative and ad units, and optimize based on click-through and conversion

Designed to be flexible and meet the differing business and technical needs of our advertiser partners, the Lead- and Purchase-Enabled AdvertisingSM Network provides advertisers easy access to a robust distribution network

that reaches action-minded consumers, while also enhancing the overall efficacy of their online advertising spend. Please contact us for more information on our capabilities.

CONTACT US

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