


**WebVisible** | Technology that makes it easy for small business to advertise online

## WebVisible and AFCP



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**Agenda**

- About WebVisible
- Partner Relationship
- How it works?
- Reporting
- Product
- Processes
- Communications
- Advertiser & Publisher Benefits




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### About WebVisible, Inc.

WebVisible helps local businesses around the world leverage the Internet to acquire new customers.

Since 2001, the company has made it easy for them to more effectively compete in the online marketplace by offering fully managed programs with predictable pricing and measurable return on investment (ROI).

With WebVisible, local merchants can be found online at anytime, on any device, in order to drive new opportunities through major search engines such as Google, Yahoo! and MSN; online display and video ad networks; and mobile/location-based advertising.



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### AFCP Partner Relationship

- We make it easy for our advertisers and partners. Blending art and science, we develop the holistic strategy to ensure they are effectively represented on the Internet.**
  - ✓ We offer turnkey search marketing, that enable traditional advertising sales organizations, to easily add online marketing services to their advertising services sales portfolio.
  - ✓ We provide traditional media partners the ability to seamlessly private label our marketing services for resale to their customers and local markets without large set-up or integration fees.
  - ✓ Partners gain a low-risk solution to drive incremental top-line revenue with predictable net income.

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### Partner Relationship (cont...)

- After the creative services team designs each targeted campaign, our highly scalable award-winning, proprietary software platform, Geneva™, does all the work.**
  - ✓ It purchases the most cost-effective, relevant and high-potential online advertising for each customer and automatically manages the entire campaign lifecycle (order management, deployment, optimization and reporting).
  - ✓ WebVisible's world-class analytics enable advertising representatives to deliver their customers quantitative results with tangible returns on their investment.
- To ensure success, WebVisible works with each of its advertisers and partners to protect and bolster the sales channel, its merchant relationships and its core product initiatives through sales training, support and promotional opportunities.**

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### We do it all!

**WebVisible gives you everything you need to get started selling:**

- ✓ Sales training
- ✓ No software installation or technical knowledge required
- ✓ Campaign management: Intelligent business logic that learns and optimizes ad performance
- ✓ Proven return on investment for advertiser
- ✓ Google and Yahoo! certified company
- ✓ Award-winning software platform
- ✓ Promotional sales collateral
- ✓ Confidence: WebVisible has been the market leader for 7 years
- ✓ And best of all... we do all the work

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### Merchant Center



The Merchant Center is an online tool where advertisers can view their campaign activity 24/7/365.

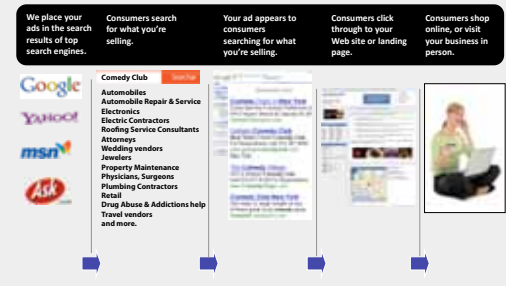
Advertisers can see phone calls, driving directions, and other means by which customers are responding to the campaign.

This information proves the value of the campaign.

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### How Search Engine Marketing (SEM) Works

Consumers are searching – we make sure they find you!



We place your ads in the search results of top search engines.

Consumers search for what you're selling.

Your ad appears to consumers searching for what you're selling.

Consumers click through to your Web site or landing page.

Consumers shop online, or visit your business in person.

Comedy Club  
Automobiles  
Automobile Repair & Service  
Electronics  
Electric Contractors  
Roofing Service Consultants  
Attorneys  
Wedding vendors  
Jewelers  
Property Maintenance  
Physicians, Surgeons  
Plumbing Contractors  
Retail  
Drug Abuse & Addictions help  
Travel vendors and more.

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### SEM Ads Appear on the Top Search Engines



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### What exactly are we selling?

- ❑ The opportunity to turn passive Internet searchers into active buyers
  - ✓ Help advertisers get found online and make that Conversion:
    - Relevant keywords
    - Great ad copy
    - Customized landing page
- ❑ Ability to prove return on investment (ROI)
  - ✓ Reporting which shows them all actions on the Landing Page
    - Clicks
    - Calls
    - E-mails
    - Printed Driving Directions

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### The Product – NANI Clicks

- ❑ Guaranteed Clicks:
  - ✓ Guaranteed click delivery over the term (6 or 12 months) of the contract for a fixed monthly rate
    - Introductory SEM product
    - At least 80% of clicks come from Google, Yahoo, MSN, & Ask
- ❑ What Else is Included?
  - ✓ Landing Page
  - ✓ Call Tracking Number
  - ✓ Merchant Center Access



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### More About the "Guarantee"

- ❑ NANI Clicks delivers # of contracted clicks over the 6 or 12-month duration of the contract
- ❑ If the contract end dates passes with undelivered clicks, we will continue running the campaign until the clicks are delivered
- ❑ We do NOT guarantee monthly pacing (e.g. 40 clicks/month). Rather we guarantee a set number of clicks (240) over a duration (6 months)
- ❑ Two biggest selling points:
  1. You can easily and confidently sell a guarantee!
  2. Lets advertiser lock in SEM costs (cost per click) throughout the term

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### NANI Click Packages

**6 month NANI Click packages**

PACKAGE	TERM	RETAIL PRICE	WHOLESALE COST	PUBLISHER REVENUE	PUBLISHER MARGIN
240 clicks	6-month	\$ 179.99	\$ 95.00	\$ 75.99	42%
420 clicks	6-month	\$ 299.99	\$ 153.50	\$ 131.49	44%
660 clicks	6-month	\$ 499.99	\$ 231.50	\$ 243.49	49%
1,080 clicks	6-month	\$ 799.99	\$ 368.00	\$ 391.99	49%
1,800 clicks	6-month	\$ 999.99	\$ 602.00	\$ 347.99	35%

**12 month NANI Click packages**

PACKAGE	TERM	RETAIL PRICE	WHOLESALE COST	PUBLISHER REVENUE	PUBLISHER MARGIN
480 clicks	12 month	\$ 159.99	\$ 95.00	\$ 56.99	36%
840 clicks	12 month	\$ 269.99	\$ 153.50	\$ 103.49	38%
1,320 clicks	12 month	\$ 429.99	\$ 231.50	\$ 177.49	41%
2,160 clicks	12 month	\$ 699.99	\$ 368.00	\$ 296.99	42%
3,600 clicks	12 month	\$ 899.99	\$ 602.00	\$ 252.99	28%

All packages come with a Landing Page and Call Tracking product + \$199 set up fee for each campaign + \$75 one time fee for Landing page creation


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### Advertiser & Publisher Costs

- Publisher Set Up:**
  - ✓ \$500 deposit
  - ✓ Commitment to be successful
  - ✓ Engaged and ready to start selling
- Advertiser Set Up:**
  - \$199.99 – One time Set Up Fee
  - \$359.98 - First and last month (\$179.99 x 2)
  - \$559.97 - Credit card to charge (\$199.99 + \$359.98)

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### Landing Page




**A Landing Page is a customized, one-page summary of an advertiser's website that records the actions consumers take.**

**When the consumer clicks on a link, a map, send an e-mail, or calls the phone number – the action is recorded.**

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### Landing Page Functionality




- All Means to Connect to a Business from a Single Page**
  - ✓ Call Tracking
  - ✓ Directory Info
  - ✓ Tabs for View Tracking
  - ✓ Links to Website
  - ✓ Critical Information
  - ✓ Map
- All actions are tracked and reported in the Merchant Center**
- Can Be Changed with Seasonal Business**
- Is Always Evolving**

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### Why Use a Landing Page?

**Benefits:**

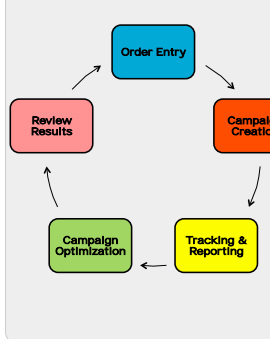
- ❑ \*80% of searchers will LEAVE a Web site in 8 seconds or less if they do not find what they're looking for.
- ❑ Can track actions on the Landing Page not typically tracked on an advertiser's Web site.
- ❑ Provides REAL data to the advertiser. Can help answer the ROI question with real data.
- ❑ Compliments a poorly constructed Web site.
- ❑ Can act as a Web site if none exists
- ❑ Able to customize many different elements
- ❑ Because they work!



\*Naehas report

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### SEM Campaign Management




- Order Entry**
  - ❑ Partner enters order with any keyword or geo-specific information
- Campaign Creation**
  - ❑ WV reviews advertiser's web site for additional information
  - ❑ Selects keywords and target area
  - ❑ Writes ad copy and launches campaign on the search engines
- Tracking & Reporting**
  - ❑ Partner & advertisers receive monthly e-mail reports and can access results online 24x7 at our Merchant Center
- Campaign Optimization**
  - ❑ WV takes campaign data results to optimize campaign (i.e. change keywords & re-allocate budget spend to keywords driving the best results)
- Review Results**
  - ❑ Partner Sales Reps should review results 30-60 days prior to renewal to identify max. # of upsell opportunities

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**External Communication**

**Automated E-mails to you and your Advertisers:**

- 1) Welcome
  - ✓ Acknowledgement of order
- 2) Go Live
  - ✓ Campaign is now live
- 3) Monthly Report
  - ✓ Clicks for month
  - ✓ Top performing keywords, etc.



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**WV Responsibilities**

- Launch**
  - ✓ Onsite Product Training
- Post-Launch Services**
  - ✓ **Creative Development** - select keywords & creates ad copy
  - ✓ **Campaign Management** - aggregate & optimize campaign data to maximize performance
  - ✓ **Reporting** - 24x7 reporting via Merchant Center
  - ✓ **Ops Support** - Tier-2 customer support & issue management
  - ✓ **Sales Support** - Free onsite support for 4-legged sales calls & additional training (provided min. # of sales calls)

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**Advertisers & Publishers Benefits**

- Full turn-key solution
- Expert team to select keywords and write the ad copy that works for your business
- Designed for advertisers with basic needs for the client that wants to calculate an ROI
- All Packages include Landing Page, Call Tracking Number, and Online Merchant Center Reporting
- Advertisers can now see clicks, calls, printed driving directions, etc., from their search engine marketing campaign

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**How do I get started?**

The ability to partner with WebVisible is made possible by your membership with AFCP.

- Visit WebVisible at booth 18
- Fill out a Lead Form
- WebVisible will help you w/the details on next steps

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**Questions?**

