

FREQUENTLY ASKED QUESTIONS

HOW IS PERFORMANCE MARKETING DIFFERENT?

With traditional methods of advertising like CPM (cost-per-mile) or CPC (cost-per-click) campaigns—publishers and marketers have no real stake in helping advertisers achieve maximum performance. However, performance marketers champion the phrase, "We are an extended sales force for your business" since they receive a commission when leads are acquired (Cost per Acquisition, aka "CPA") or sales are made (Cost per Sale, aka "CPS"). The effect of CPA/CPS marketing is two-fold: on the one hand, incentives between advertisers, publishers, and marketers are aligned while the risk is transferred to the performance marketer. On the other, marketers must be careful to select industries and clients where lead generation and sales can be accurately and digitally measured. Ultimately, both the client and marketer have a stake in developing scalable and sustainable win-win scenarios.

HOW ARE LEADS GENERATED?

Extract Value engages in online marketing using three interrelated methods: (1) search marketing, (2) e-mail campaigning, and (3) affiliate advertising. Search marketing is composed of contextual advertising on search engines and search engine optimization, which fulfills the objective to achieve higher rankings on keyword-specific searches. This is often the most customizable yet costly form of marketing. By contrast, e-mail campaigns are delivered to opt-in lists of relevant prospects but are more likened to a shotgun approach. Finally, affiliate marketing leverages our own and third-party publisher networks that promote our clients across industry-specific web portals, blogs, and other arenas.

HOW ARE LEADS PRICED?

Most often, market forces will determine lead pricing as a function of demand, supply, revenue and costs. Furthermore, Extract Value takes every measure to improve the quality and quantity

of leads. Similarly, these two key elements are measured down to their very minutiae and priced accordingly.

WHAT IS THE TYPICAL QUALITY OF EXTRACT VALUE'S LEADS?

At Extract Value, we focus on quality over quantity. We produce leads that are generally warm (qualified) to scolding hot (pre-sold). This is because Extract Value engages in permission-based marketing where we ask prospects for their permission to market or sell to them. For this reason, the majority of our leads actively request information from our advertisers while some will even ask for a sales call.

HOW DOES EXTRACT VALUE MANAGE COMPLIANCE?

While Extract Value is not licensed to manage compliance for securities, commodities, insurance, property or law, we produce materials in accordance with general regulatory guidelines. With our clients' permission, we can submit appropriate materials to regulatory bodies for review; however, Extract Value cannot and does not guarantee compliance with any regulatory body, including the NASD/SEC, NFA/CFTC, NAIC, or DRE.

HOW CAN EXTRACT VALUE RECEIVE A "COMMISSION" IN REGULATED INDUSTRIES?

Extract Value does not actually solicit leads; it merely executes advertising campaigns on behalf of regulated companies just as a typical marketing agency was. Thus, just like Google can receive a Cost per Click on delivering ads to relevant consumers, Extract Value can receive a Cost per Acquisition or Cost per Sale for the same ad production and delivery services. Extract Value is already pre-approved for its performance-marketing business model by the NFA and NAIC. Please contact us for more information.

IS EXTRACT VALUE RIGHT FOR ME?

Extract Value may be right for you if your sales department is fueled by leads—especially highly qualified leads—and it can leverage the web to discover and communicate with those prospects. Businesses in industries unaccustomed to online marketing are actually prime for our business model because we can leverage their competitive edge and lack of competition on the web.

AM I RIGHT FOR EXTRACT VALUE?

We invest in your company as much as you invest in ours. While our goal is to build win-win relationships into a network of advertisers, publishers, and marketers, we are also value-seekers ourselves. For this reason, we search for companies with truly Unique Value Propositions (UVPs) where leads and/or sales can be digitally and accurately quantified.