Integrate's
B2B Marketing Solutions

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Integrate's Centralized Media-Management Platform (CMMP) and services provide benefits that surpass those offered by any ad network, exchange or platform. A regulated ecosystem unifies digital, performance and traditional media via numerous campaign models, providing the analytical tools and real-time data necessary to make informed campaign decisions and ensure an unmatched level of quality.

Integrate’s advantages extend to meet the needs of advertisers in more than 75 B2B verticals. Combined, Integrate’s CMMP and services facilitate effective cross-channel strategy development, implementation, analysis and optimization, affording advertisers additional flexibility via nine campaign pricing models, numerous publication channels and expansive fulfillment opportunities.
Strategy Development: Fulfillment & Quality Assurance

External relationships and CMMP internal operations combine within Integrate’s ecosystem, automating multi-channel marketing to benefit advertisers in multiple capacities.

Unified Distribution — Integrate’s CMMP and services allow advertisers to comprehensively plan, track, analyze and optimize their marketing strategies in a central location.

- Find fulfillment across a regulated ecosystem unifying digital, performance and traditional media
- Manage all of your online, mobile and offline campaigns through one platform

Browse Sellers — Dashboard feature allows advertisers to filter Sellers by geo, vertical, campaign type, marketing methods and campaign-specific restrictions.
**Vetted Marketplace** — Plan media buys among trusted publishers.

- All media vendors must pass a rigorous screening process to obtain admission into the Integrate marketplace; thousands have failed to gain entry.
- Integrate continues the vetting process post-approval, reviewing live accounts to ensure continued compliance and removing immediately any publishers found violating best practices.

**Vendor Profiles & Statistics** — Make informed decisions regarding collaboration, removing the risk of blind tests that gamble valuable budget on buys with potentially unqualified vendors. Review profiles that contain:

- Company descriptions
- Third-party trade references
- Integrate Buyer recommendations
- Performance statistics and return rates
- Marketing methods used and verticals of expertise

![Vendor Profile Example](image)

**Seller Details**

- **Verticals**:
  - B2B - Business Equipment
  - B2B - Business Process Outsourcing
  - B2B - Business Security
  - B2B - Business Services
  - B2B - Call Center Services
  - B2B - Careers
  - B2B - Careers - Big Data
  - B2B - Careers - Education
  - B2B - Careers - Staffing
  - B2B - Careers - Training and Certification
  - B2B - Cloud Computing
  - B2B - Cloud Computing - Networking
  - B2B - Cloud Computing - Security
  - B2B - Cloud Computing - Storage
  - B2B - Computer Repair and Services
  - B2B - Conferencing Services
  - B2B - Construction
  - B2B - Consulting
  - B2B - CyberIT Security
**Media Library** — Easily share owned media across myriad campaigns. Integrate’s Media Library mitigates creative transmission problems, enabling creative team members to login to instantly upload and share owned media. To further aid organization, the Media Library includes a feature that delineates each campaign's required creative with a checklist displaying progress to facilitate proper campaign management.

**Messaging Center** — Communicate directly with Sellers to ensure compliance and facilitate campaign success.

- *Negotiate pricing and allocation on a per-vendor basis*
- *Discuss campaign goals and parameters to ensure proper execution*
- *Review Seller performance to optimize campaigns and increase return on ad spend*
Mandatory Seller Agreement — In order to run a campaign, each publisher must view and agree to the terms of the advertiser's mandatory agreement before continuing with the offer.

- Easily upload agreement through interface during the campaign creation process
- Address additional campaign restrictions
- Bind Sellers to marketing processes and campaign implementation conditions
- Eliminate the risk of Sellers violating terms and conditions

Fraud Prevention Technology — Launch campaigns with confidence, knowing Integrate will protect your marketing efforts and brand image.

- Click and pixel fraud protection for CPA and CPC marketing
- Intense data verification process for CPL campaigns
- IVR filters for inbound call generation
- Voice file monitoring for Call Verified

Dedicated Account Support — Simplify your media-buying process. Integrate’s account support representatives are available to assist advertisers with:

- Profile optimization
- Campaign setup and troubleshooting
- Tracking, pixel placement and testing
- Campaign matching
Strategy Development: Flexible Campaign Offerings

From content syndication and inbound call generation to social engagement and whole-funnel branding, Integrate streamlines the media-buying process to achieve any B2B advertiser’s short- and long-term brand goals.

Pricing Models — Generate and nurture leads, expand your company’s brand awareness, build industry credibility and drive social engagement. Integrate offers multiple pricing models to facilitate cross-channel marketing success.

- Cost per Lead (CPL)
- Cost per Acquisition (CPA)
- Cost per Mille (CPM)
- Cost per Click (CPC)
- Cost per Fan (CPF)
- Cost per Inbound Call (CPIC)
- Cost per Download (CPD)

Precise Targeting — Influence the purchase funnel from beginning to end, in a targeted manner. Develop customized questions or choose from often-used filters:

- Anticipated Purchase Timeframe
- Geographic Location
- Need for Product / Budget
- Current Product Supplier
- Decision-Making Authority
- Company Size / Revenue
- Job Title
- Industry

Marketing Methods — Efficiently promote your products and services. Tailor a complementary mix of online, mobile and offline marketing methods to create a seamless customer experience across channels:

- Dedicated Email
- Email Newsletter
- Contextual & SEM
- Call Center
- Online / Mobile Display
- Rich Media / In-Banner Video
- Radio, Print, Billboard & Television
- Social Media
Demand-Side Platform (DSP) — Integrate’s DSP enables marketers to locate and buy ad placements according to numerous segment categories and direct inventory. The DSP operates on a dynamic Cost per Mille (dCPM) pricing model, using real-time bidding (RTB) technology to bid on each impression’s actual real-time market value.

This intelligent technology provides greater traffic at a reduced cost.

- **Set desired CPA goal and designate targeted audience**
- **Allow technology to evaluate and bid on each impression’s real-time value**
- **Win the most valuable impressions for campaigns while conserving budget on less-coveted inventory**

Facebook — Via targeted Facebook display ads, B2B marketers can nurture current leads on a CPC or CPM basis. Marketers simply upload a prospect list—Integrate’s pubs will target only those contacts, ensuring budget isn’t wasted on unqualified Facebook users.
Strategy Implementation: Customization Features

Integrate’s platform enables B2B advertisers to further customize targeting filters and a payable-lead profile, as well as lead forms and posting options. Numerous customizable features improve the efficiency with which organizations promote their unique value proposition and offerings, attracting the prospects best suited for their respective products and services.

**Lead Forms** — Enabling advertisers to create custom lead forms, Integrate ensures that each billable lead received conforms to advertiser-designated specifications regarding required data fields and accepted payable-lead values. Further, Integrate will work with any third-party API to design and implement an automated data-posting application that sends leads directly to the advertising organization’s third-party lead-nurturing or CRM accounts.

![Edit Fields Tab](image)

*Edit Fields Tab* — Second step of campaign creation process in which advertisers can enter and order fields/data points for posted leads.

**Field Ordering & Delivery Settings** — Integrate’s technology enables customized data delivery and co-location. Whether via post, email or manual export, advertisers can dictate the field/data point ordering during the second step of the campaign creation process. The customizable delivery options allow for the ordering of both dynamic and static data points on posted, emailed or downloaded files.
**Host & Post** — Complete lead system provides hassle-free delivery, consolidating all generated lead information in a uniform, intuitive format:

- Multi-format lead delivery capabilities
- Archived database of all leads received
- Uniform posting instructions for lead vendors
- Seamless integration with any third-party CRM, marketing automation, ERP or ESP platform (including Salesforce, Eloqua, Marketo and more)

**Asset Development** — Benefit from in-house graphic designers, programmers, researchers and writers, requesting assistance in any aspect of campaign development. Integrate's experts can develop all necessary campaign assets and technological integrations.

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**Delivery Settings**

There are four ways in which to receive leads from Integrate. You may update the delivery method for your campaign at any time.

1. **Manual Download** — Download your leads in an Excel batch format at any time and for any date range.
2. **Email Real Time** — Each lead is delivered to your email address in real time.
3. **HTTP GET/POST** — Leads are delivered to your server in real time. This method requires technical integration on your end to properly receive the leads.
4. **SOAP 1.1/XML** — Leads are delivered to your server via SOAP 1.1/XML in real time. This method requires technical integration on your end to properly receive the leads.

Please note that should you choose to filter your leads through any of Integrate's filtering options, your real time leads will be delivered after the filter process has occurred.

For more information on a delivery method, please contact your account representative.

- Manual Download
- Email
- HTTP GET/POST
- Soap 1.1/XML

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**Delivery Settings Tab** — Third step of campaign creation process in which advertisers can choose whether leads are manually exported, emailed in real time or posted.

**Delivery Settings Tab** — Displays the specified order of dynamic fields to be posted.
**Lead Exchange Validation** — Dedicated to perfecting B2B lead generation, Integrate performs the following measures to protect advertisers from invalid leads:

- Verifies leads through a multi-step verification process
- Checks every email for valid server response
- Filters invalid data
- Screens illegitimate sources
- Tracks originating IP addresses and lead counts
- Prevents duplicate lead posting
- Minimizes posting errors, ensuring submission
- Offers phone validation to spot check for quality

**Data Appending** — Access additional prospect information, when available, to improve lead quality beyond campaign requirements. Additional data may include behavioral, demographic or personal information.

**Data Verification** — Ensures that advertisers only pay for quality leads. Integrate’s technology:

- Checks phone numbers for proper formatting
- Confirms existence of residence and business addresses
- Pings email servers to confirm valid response
Strategy Optimization: Analytical Tools & Reporting

Integrate’s reporting capabilities draw upon third-party data providers, enabling advertisers to manage overall media spend and track each of their campaigns in real time. Numerous reports account for every advertising dollar spent and provide B2B marketers with actionable performance data, ensuring efficiency and marketing relevancy at every stage of the purchase lifecycle.

Dashboard & Reporting —
Detailed performance tracking ensures transparency for every campaign run with Integrate. Accurate, real-time reporting enables continuous campaign optimization, allowing B2B advertisers to create custom filters to sort and access up-to-date stats by campaign, Seller, subID, creative and location.

Generate and view campaign reports through your Integrate dashboard, customizing settings to break down designated date range results by campaign type, interval and chosen lead metrics.
CPL Campaign Review — Save hundreds of man hours in data accumulation and analysis. Integrate’s technology enables advertisers to generate, view and download dynamic CPL reports through their dashboard display, deconstructing lead information by custom question filters, geographic location, job title, industry and more. The tool further allows advertisers to view lead information by Seller and/or compare performance regarding generated-lead characteristics and volume.

Download campaign reports, requesting to receive all available lead metrics in a PDF document or PowerPoint presentation. The downloaded report will include a CPL Review chart for each campaign-specified lead filter.
Specify a category for which to view reports, breaking down corresponding lead characteristics. CPL Campaign Review presents a graphical view of campaign results, delving beneath surface level campaign requirements and into each attribute of the designated payable-lead profile.

Assess Seller performance, viewing lead characteristics generated by a single Seller or across Sellers in a comparative review format. This enables advertisers to optimize CPL campaigns in real time, based on actionable performance data.

Designate a date range, to view the characteristics of leads generated over the selected campaign’s lifetime, in the last week, this month, last month, year-to-date, last year or within a customized date range.

Review campaigns in an interactive, graphical format that display valuable information in the most logical, usable way. The tool processes lead information in real time as leads are posted to the campaign, which reduces errors in analysis and ensures that marketers are acting upon the best possible and most accurate information available.