

## LOOKING FOR A TURNKEY SOLUTION TO MAXIMIZE YOUR REVENUE FROM ABANDONING TRAFFIC?

### MEDIATRUST'S CONVERSIONMAIL CAN HELP.

CONVERSIONMAIL PROVIDES AUTOMATED EMAIL FOLLOWUP FOR INCREASED CONVERSIONS

ConversionMail takes consumers that have completed an opt-in on page 1 or 2 of a multi-step process, but have since dropped off. We follow up with them in real time to attempt to drive them back to your site and complete the submit/action desired. MediaTrust is only paid when we deliver a submit/action.



### Who Should Use conversionMail?

If you have a multi-step form and are experiencing drop-off in your registration or sale process, you should be considering conversionMail to improve your overall conversion. It works with any offer that collects an email opt-in address early in a multi-step signup process and has provided excellent results for online marketers in many different segments of lead generation to direct response continuity marketers.

### Why Use MediaTrust conversionMail Solution?

- **Pay-for-Results:** MediaTrust conversionMail works on a Cost Per Action (CPA) basis for customers we drive back to your offer. There are no hidden fees or monthly minimums required. You only pay for actual sales or lead submits. Our clients often see conversion lift as high as 5%!
- **More Effective:** conversionMail treats your data with respect and only mails a few times to each record. Our standard implementation has only 4 mailings per record lifetime. This compares to list managers that mail 40 times over the same period. Despite our lower frequency, our eCPMs are similar to list managers because our mailings are timely, relevant, and engaging to consumers.
- **Strong Delivery:** conversionMail gets strong inbox delivery rates because we are currently white-listed with major ISPs. We manage our campaigns carefully to ensure delivery of your message. Since Mediastrust is only paid if we deliver a customer, we work hard to ensure high inbox delivery.
- **Creative Specialists included:** MediaTrust provides creative services to insure your campaign performs. We utilize your existing creatives and modify them to have "come back" language to drive more customers back to your offer. All creatives are Advertiser/Client approved before running.
- **Your Data is Your Data:** MediaTrust does not own your data nor do we make any ownership claims. We use your data to provide these services and nothing else.
- **Compliance Experts:** MediaTrust works with you to ensure full compliance with laws such as CAN-SPAM. We set up automated downloads of suppression files and are exceptionally compliant with the removal of unsubscribes from mailings. MediaTrust is a turnkey partner that takes care of all the work!

## What Our Customers Say

This platform really works! Most of our prior in-house efforts to re-attract prospects that abandoned our sites midstream were expensive, time consuming and seldom achieved the target result. ConversionMail changed all that. You don't even know that it's working in the background until you see the lost traffic (and revenues) just re-appear. Thanks MediaTrust!

*–Rich McDonald, Executive Vice-President, Reliant Holdings Inc.*

ConversionMail has been great to work with and extremely consistent. Over the past year, ConversionMail will have brought back over \$150,000 in lost potential sales and revenue. Results from MediaTrust's ConversionMail service have surpassed expectations.

*–Jeff Bartlett, President and Co-Founder, ConsumerTrack*

ConversionMail helps us by taking our form abandons and bringing them back to increase our conversion rates and ROI on our media buys. ConversionMail has brought back more than \$120,000 in revenue in 9 short months, and we've had to do zero work for that extra revenue! They took care of campaign setup, optimization, and getting inbox delivery - all while being paid on a CPA basis. In these difficult economic times, ConversionMail is a winner for any business looking to increase revenue from their marketing efforts.

*–Brent Shaw, Co-Founder, JBR Media Ventures*