

“MediaTrust 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, optimizing campaigns and getting inbox delivery- all while being paid on a CPA basis. In these difficult economic times, MediaTrust Conversion Solutions are a winner for any business looking to increase revenue from their marketing efforts.”

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

“MediaTrust has been great to work with and extremely consistent. Over the past year, MediaTrust 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*

Overview

MediaTrust’s conversion solutions allow advertisers to attain more from their online marketing efforts by increasing the likelihood of attaining a new customer. MediaTrust’s suite of products is designed to optimize a marketer’s return on traffic using software tools that reach out to the customer after they have left the traditional conversion path. The benefit to MediaTrust’s offerings to marketers is higher marketing ROI by using simple and intuitive tools. Below is an overview of MediaTrust’s solutions:



conversionMAIL

conversionMail targets consumers that have completed page 1 or 2 of an opt-in multi-step process, but have dropped off. conversionMail follows up with the prospect via a real-time email to attempt to get them to return to the site and complete the action desired.

- conversionMail is paid for on a Cost Per Action (CPA) basis, without hidden fees or minimums.
- All data is treated with respect and each record receives no more than 4 mailings over its lifetime.
- Strong inbox delivery ensures your message is seen.
- Creative services are available if needed.
- MediaTrust does not take ownership of data.
- Fully CAN-SPAM compliant.
- Expected lift: up to ~5%



remarketMAIL

Using the same mailing platform created for conversionMail, MediaTrust remarketMail enables marketers to up-sell and cross-sell other relevant items in their product catalog.

- Same support as conversionMail
- Creative support, campaign management and optimization at a reduced CPA.
- Same strong inbox delivery as conversionMail.
- Only used on offers from the same advertiser—no 3rd party offers.



conversionCALL

conversionCall follows up with customers who abandoned a signup process and provided a phone number. The conversionCall product is an automated way to attempt to get abandoners to complete the conversion path.

- Very simple setup for advertisers using other MediaTrust services—this is simply an additional data parameter to pass over.
- conversionCall is CPA based and provides high quality and high volume sales/submits.

*“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.*