



Wingman MediaSM Wingman Local

**Turn-key *Geotargeted* Pay-per-click
with Action Optimization**



WINGMAN MEDIA

Interactive Media Division

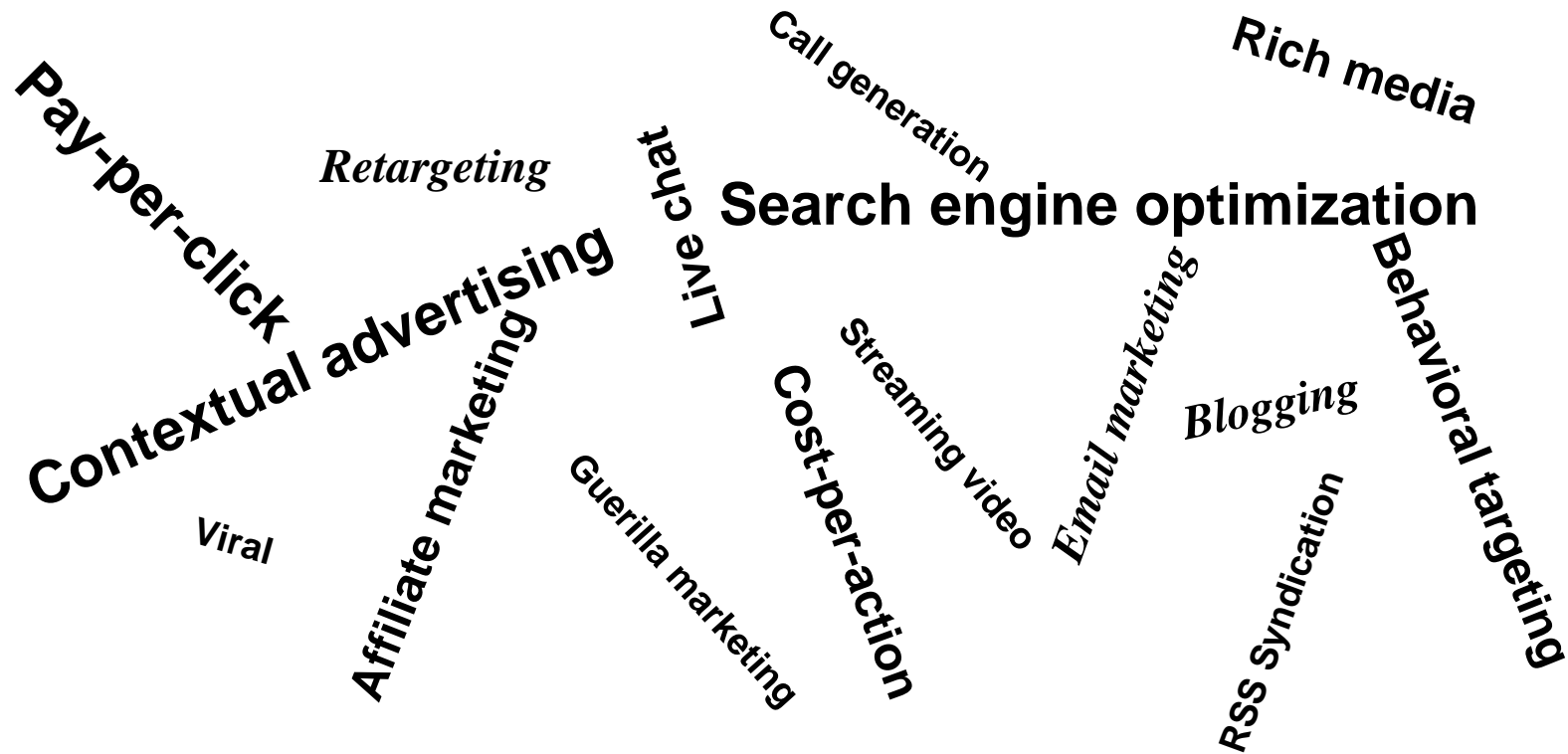
Wingman's client list represents a broad base of local to national advertisers



Internet Marketing has Matured – the Right Paths are Known



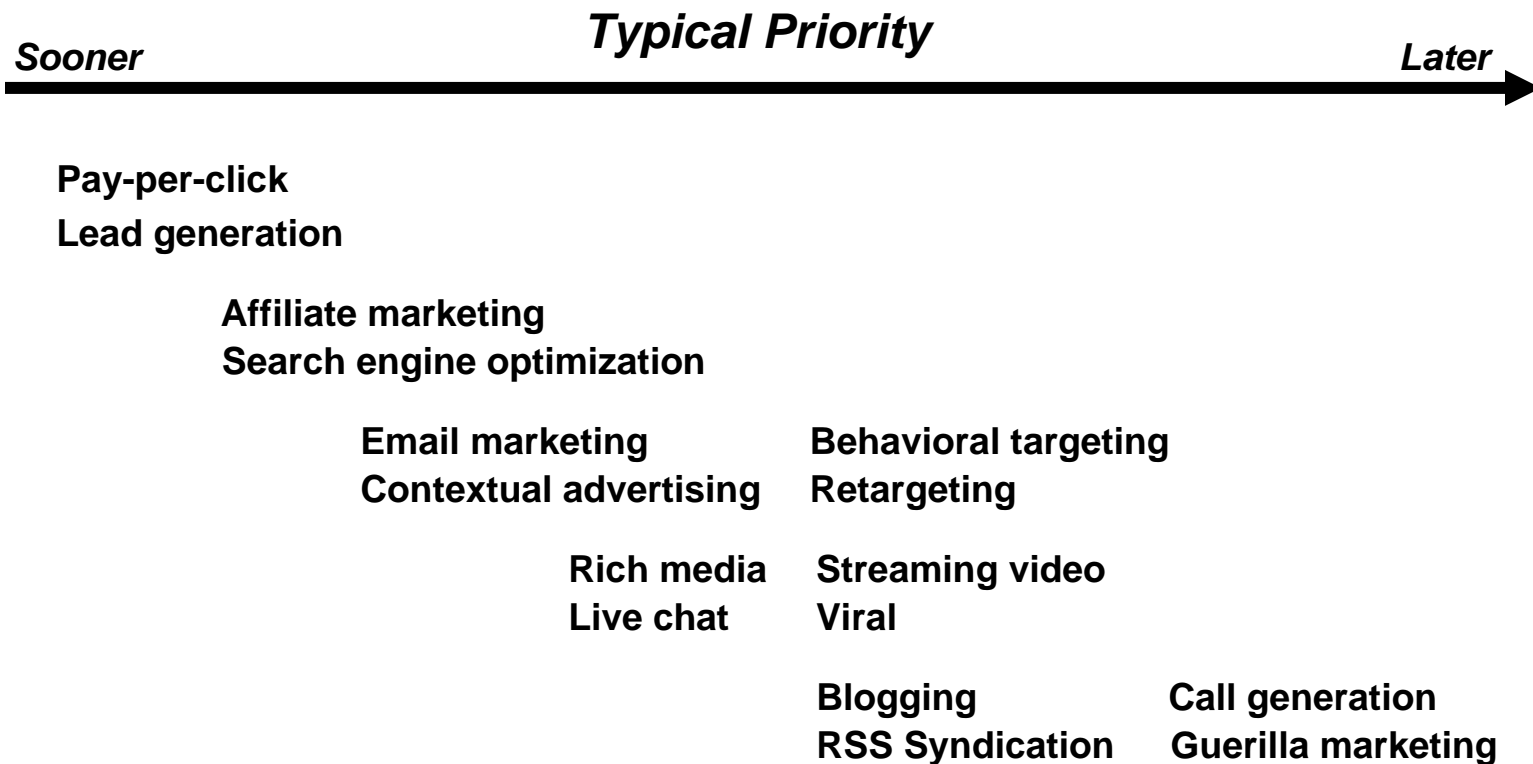
Wingman Media will help you and your business thoughtfully begin marketing online and emerge as a powerhouse at a measured speed



Wingman Helps Our Clients Aggressively Master Interactive Marketing



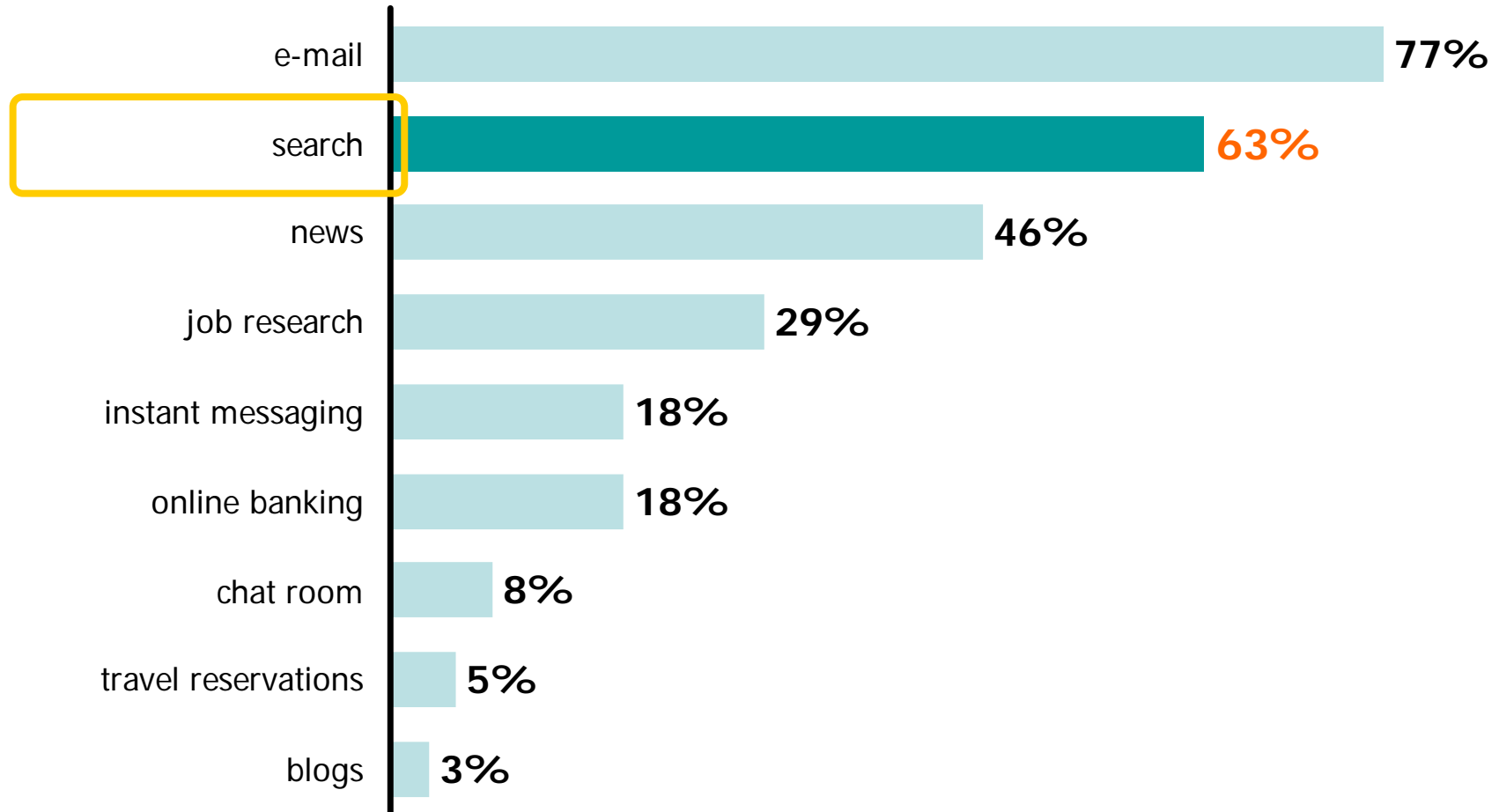
We demystify Internet marketing—making the goals and opportunities as clear to you as they are to us.



A high percentage of people use the Internet to find products and services



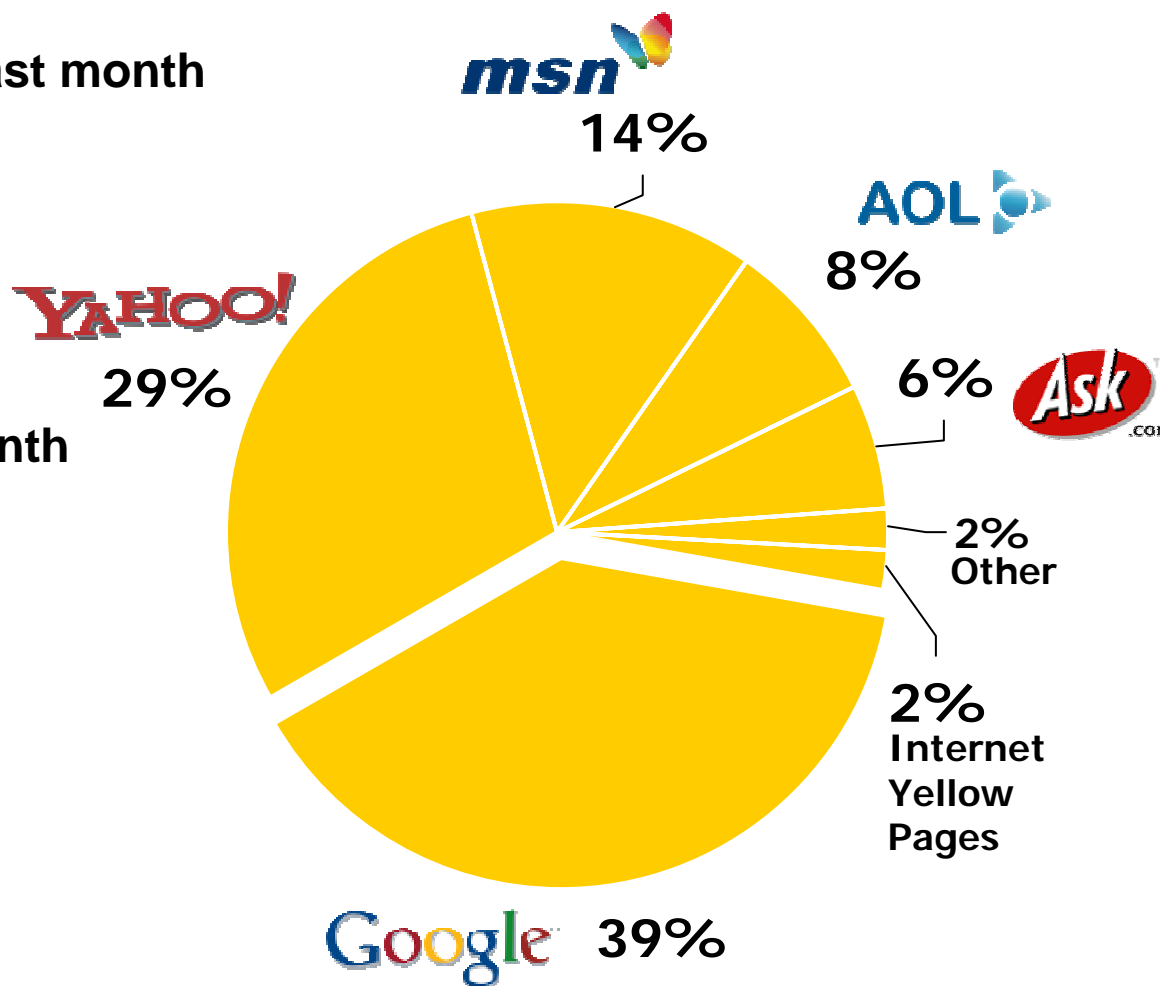
Everyday online activities



Wingman LocalSM allows you to reach 98% of all local searchers



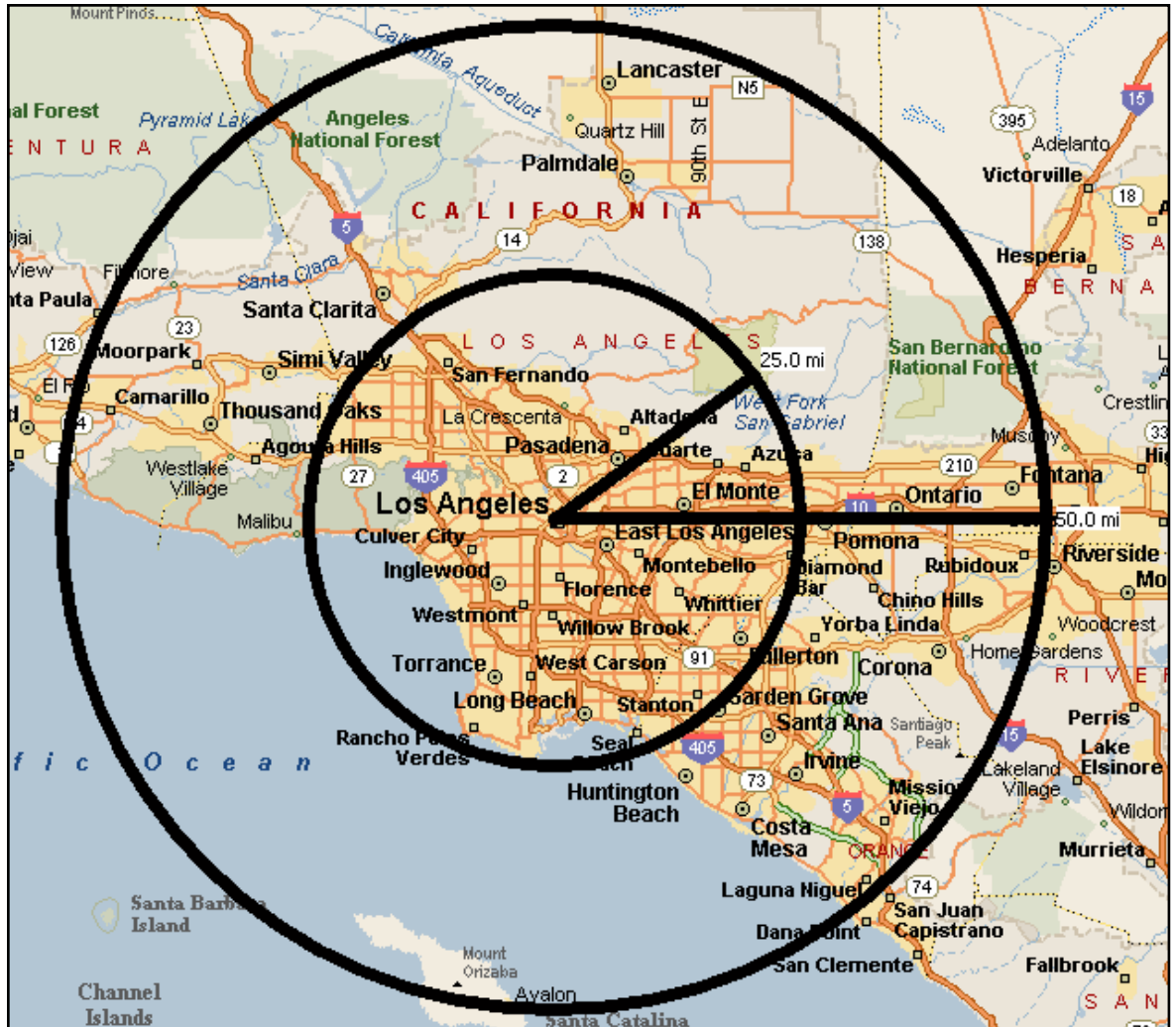
- 6.8 billion searches last month
- About 1.4 million searches in the Los Angeles Metro area for real estate-related opportunities last month



Geotargeting technology: Big leagues marketing for local businesses



- **Wingman Local provides geotargeted coverage according to your specification**
 - 10, 25, 50 mile radius around an address
 - City names
 - DMA names
 - Nationally
- **By focusing on specific geography, reduces wasted clicks and dollars**
- **Ads only shown on search engines when searcher in the core geography or includes target city name in search**



Paid listings get noticed—85% of clicks are in the top 3 positions



Google™ Search [Advanced Search](#) [Preferences](#)

Web Results: Results 1 - 10 of about **107,000,000** for **real estate investment**. (0.13 seconds)

Free Real Estate Report
[www.TrumpUniversity.com](#) Free Report from Trump University about **Real Estate** investing.

Real Estate ... Sales
[www.ShortSaleMagic.com](#) Step-by-Step Guide To Getting ... Discount Properties by 40%!

Zero Cash Investments
[www.nomoneyinvestment.com/](#) Hands Free Property Investments. Guaranteed Resale and Rental Prof...

Real Estate Investment
Learn **Real Estate Investment** Strategies, How to Buy and Sell **Investment** Properties and Find Thousands of Realtors and Lenders Nationwide.
[www.investmentriches.com/](#) - 45k - Jul 17, 2007 - [Cached](#) - [Sim...](#)

Real Estate Investment Information, Tips, and Advice
Welcome to the best site for high-quality **real estate investment** information. Every day, I update the site with new **real estate investment** information, ...
[www.realestateanswered.com/](#) - 32k - [Cached](#) - [Similar pages](#) - [Note this](#)

Real ...
[www.reiclub.com/](#) - 22k - [Cached](#) - [Similar pages](#) - [Note this](#)

Investment Properties
Houston Growth is Unbeatable
Invest in Texas Today
[www.texan-realty.com](#)

Up To 90% On ROI
Be A **Real Estate** Investor Mo
Invest \$30K. See How In Free ...
[ProfitsRiskFree.com](#)

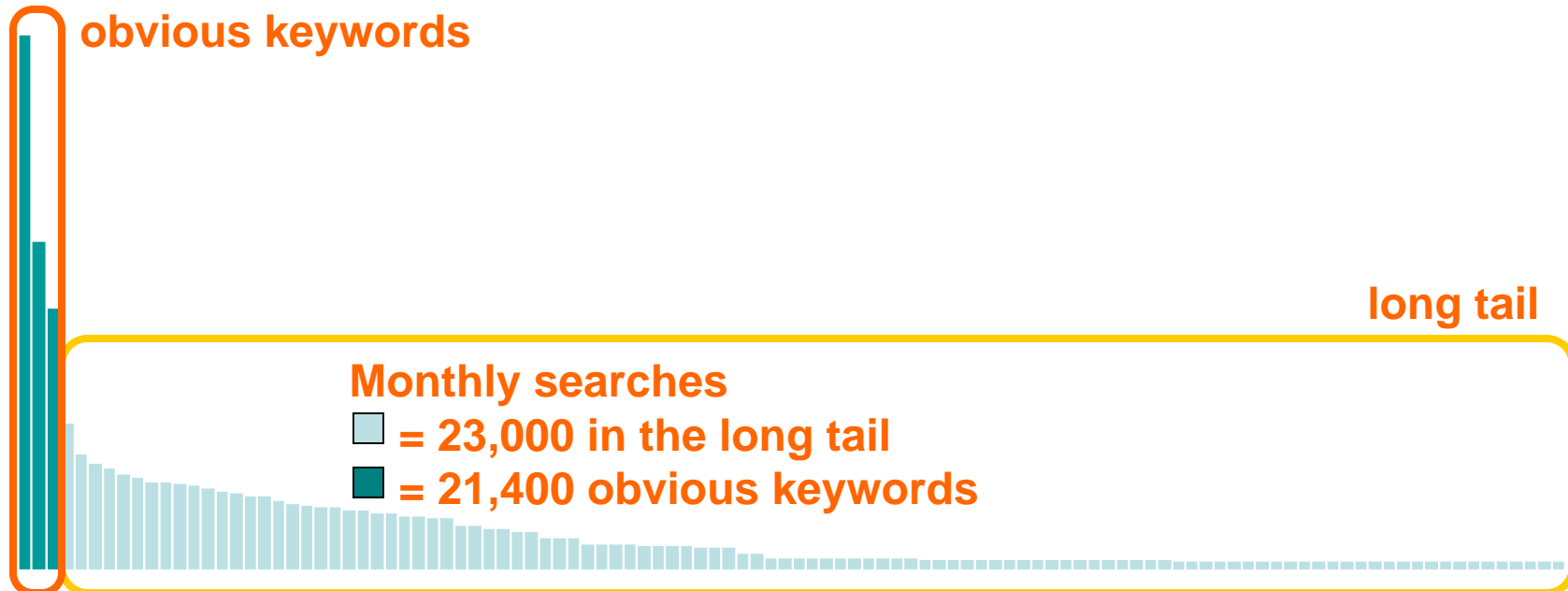
Free Investment Gui
How to Invest Smarter

Millions of possible pages

Paid listings in primary positions

No guarantee on where you will show up in regular search

How the “long tail” of search marketing works



- Wingman Local automates the process of developing the long tail
- Optimizes pay-per-click spending on the keywords that are triggering phone calls, emails and the “correct” types of actions on your website
- Saves you 50%-100% on your marketing investment

Keyword bidding is complex—Wingman LocalSM handles it all



Hundreds of possible keyword combinations & geo-targeting options

Provision Overview Downloads Ads **Keywords** Categories Page Phone Email Bids Publisher Setup

Keywords: George Sanders, DDS
Targetting: Dallas Metro

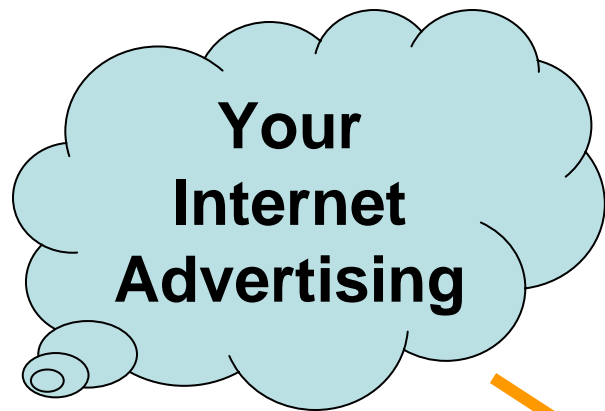
Start: 6/14/2006 End: 7/14/2006 Budget: \$2,000.00 Actual: \$1,236.08 Target: \$1,000.00 Pos. %: 4.3 23.6 Mo. 1: -13.1

Choose data to display: Cost and ad position

Keywords (250-275 of 979) >>>>	Traffic	Google™			YAHOO!			msn		
		CPC	Position	CTR	CPC	Position	CTR	CPC	Position	CTR
Cosmetic Dentist (Geo-targeted: 25 Mile Radius)	High	\$2.12	2.7	Avg	\$2.09	2.3	High	\$1.89	2.3	A
Cosmetic Dentist (Special Geo: 25 Mile Radius)	High	\$1.87	2.1	High	\$2.42	2.5	Avg	\$1.75	2.1	Hi
Cosmetic Dentist Dallas	High	\$2.52	2.9	Avg	\$1.75	2.7	High	\$2.09	1.9	A
Cosmetic Dentist Plano	Med	\$1.87	2.5	High	\$1.68	2.1	High	\$1.45	1.7	Hi
Cosmetic Dentist Frisco	Med	\$1.64	2.2	High	\$1.25	1.7	Low	\$1.35	1.6	Hi
Cosmetic Dentist McKinney	Low	\$1.27	1.8	Avg	\$1.11	1.2	A	\$1.11	1.2	A
Cosmetic Dentistry (Geo-targeted: 25 Mile Radius)	High	\$1.46	2.5	Avg	\$1.31	1.9	A	\$1.31	1.9	A
Cosmetic Dentistry (Special Geo: 25 Mile Radius)	High	\$1.32	1.9	High	\$1.42	1.6	High	\$1.24	2.1	Hi
Cosmetic Dentistry Dallas	High	\$1.57	2.6	Avg	\$1.45	2.2	Avg	\$1.22	1.8	A
Cosmetic Dentistry Plano	Med	\$1.22	2.4	High	\$1.31	2.2	High	\$1.04	1.9	Hi
Cosmetic Dentistry Frisco	Med	\$1.06	3.1	High	\$1.06	2.6	High	\$0.89	1.3	Hi
Cosmetic Dentistry McKinney	Low	\$0.87	1.7	Avg	\$0.94	1.5	Avg	\$0.77	1.6	A
Dental Surgeon (Geo-targeted: 25 Mile Radius)	High	\$1.48	1.9	Avg	\$1.11	1.2	High	\$0.72	1.5	A
Dental Surgeon Dallas	High	\$1.24	1.6	High	\$1.11	1.2	High	\$1.01	1.1	Hi
Dental Surgeon Plano	High	\$1.72	2.1	Avg	\$1.60	1.8	Avg	\$1.42	1.6	A
Dental Surgeon Frisco	Med	\$1.12	1.7	High	\$1.10	1.2	High	\$1.01	1.1	Hi
Dental Surgeon McKinney	Med	\$0.97	1.6	High	\$0.89	1.3	High	\$0.89	1.3	Hi
Dental Surgeon McKinney	Low	\$0.42	1.4	Avg	\$0.89	1.3	High	\$0.89	1.3	Hi

Amount charged on a "pay-per-click" basis

How Wingman LocalSM Tracking Works



Clicks

Wingman LocalSM takes campaign tracking to the next level

Most companies don't know if clicks actually generate actions on their website

Actions

Emails



Calls

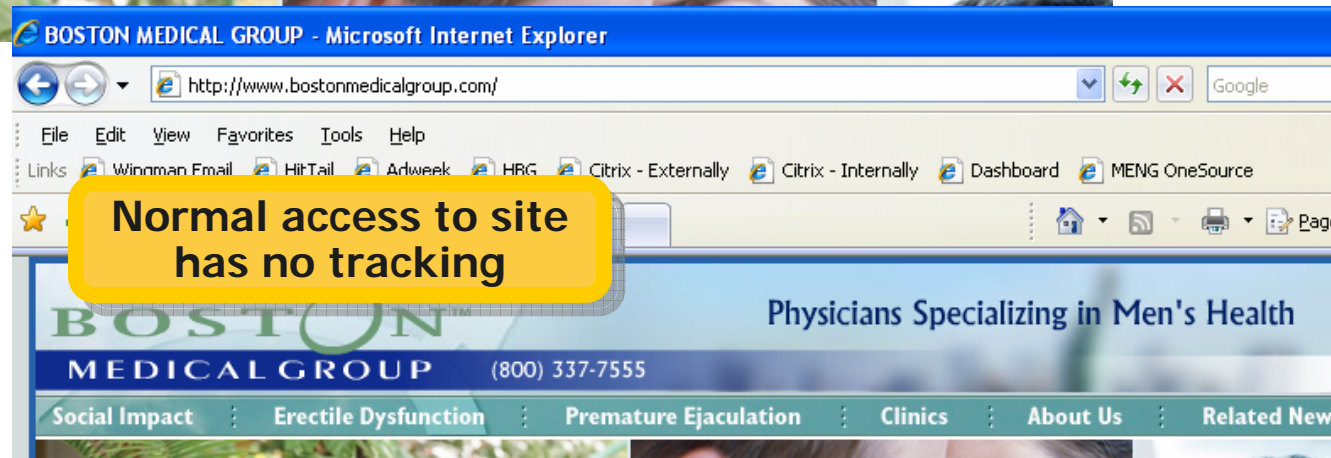
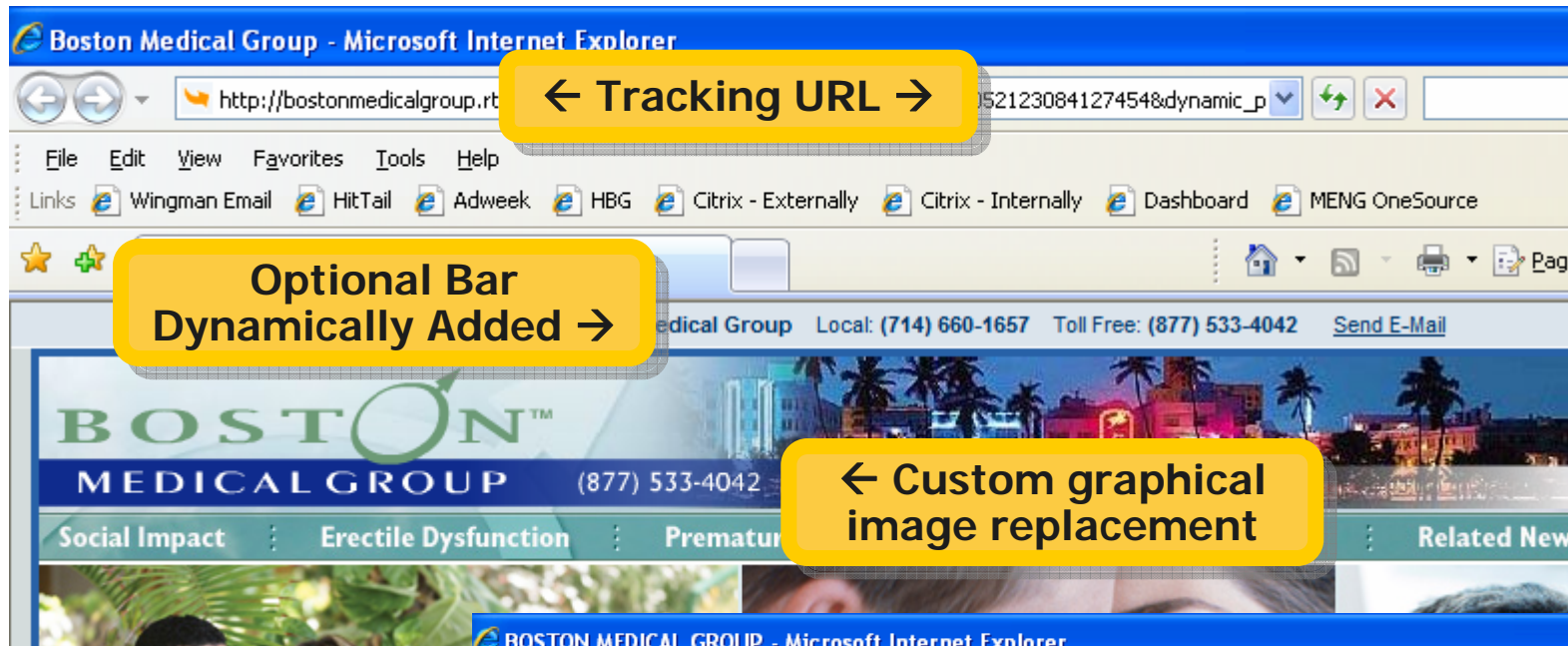


Website surfing

Wingman Local's patent pending technology enables tracking



Wingman LocalSM Tracking – Tracked Site vs. Actual Site



Detailed reporting and customer data capture bring it full circle



Wingman Local PPC - Event Analytics Report January 2007

Campaign Name	Spend	Impressions	Visits	CTR	CPC
Broyhill	\$ 2,059	55,309	1,759	3.2%	\$ 1.17
Kathy Ireland	\$ 2,026	8,008	728	9.1%	\$ 2.78
Names	\$ 487	12,041	2,522	20.9%	\$ 0.19
Product Categories	\$ 2,883	126,148	3,522	2.8%	\$ 0.82
Unsupported Categories	\$ 445	21,757	645	3.0%	\$ 0.69
Competitors	\$ 2,023	162,394	2,698	1.7%	\$ 0.75
	\$ 9,924	385,657	11,874	6.8%	\$ 0.84

Leads Analysis

Emails:	102
Completed first-time calls:	483 over 10 seconds
Total new leads	585
Cost per lead (CPL)	\$ 16.96

Duplicate calls: 76 (caller called more than once)
 Average call time (seconds): 123 seconds (for calls over 10 seconds)

Problem calls

Abandoned calls:	12	
Busy number:	14	
No answer:	15	
Total calls with problems:	41	8% of total completed calls

Detailed reporting and customer data capture bring it full circle



Website clicking behavior

Web Event Name	Grand Total	Broyhill - 20070504	Names - 20070517	Product Categories: Unsupported Categories	Competitors - 2007	Pct of total	
Spend	\$ 2,059	\$ 487	\$ 2,883	\$ 445	\$ 2,023		
Clicks	1,759	12,041	3,522	645	2,698		
Grand Total	22,703	2,968	6,226	6,015	1,656	5,838	
Average Additional Page Views Per Click	1.69	0.52	1.71	2.57	2.16		
Products	4,997	995	1,747	515	1,740	22%	
Bedrooms	2,119	383		881	222	633	9%
Sofas - Upholstery	3,013	297	813	1,195	153	555	13%
Dining Rooms	1,817	228	547	505	124	413	8%
Locations	2,084	233	631	612	111	497	9%
Sofas - Leather	1,471	116	411	585	100	259	6%
Wall Units and Entertainment Centers	1,557	197	426	508	95	331	7%
Casual Dining	1,275	150	416	345	78	286	6%
Sofas - Motion	1,538	141	456	578	78	285	7%
Broyhill	426			165	54	207	2%
Kathy Ireland	473		146	138	37	152	2%
Financing Landing Page	500	58	184	121	27	110	2%
About Us	499	66	133	135	26	139	2%
Employment	161	22	52	32	8	47	1%
Financing Apply Now Step 1	135	12	55	28	4	36	1%
mapquest - Costa Mesa	61	5	26	11	4	15	0%
mapquest -Ontario	61	7	20	14	4	16	0%
mapquest - Cerritos	50	4	15	14	3	14	0.2%
mapquest - Brea	37	5	11	7	2	12	0%
mapquest - Glendale	65	8	13	25	2	17	0%
mapquest - Torrance	83	7	26	33	2	15	0%
mapquest -Pasadena	51	5	11	19	2	14	0%
mapquest -Westminster/HBC	72	3	30	26	2	11	0%
mapquest - Laguna Hills	23	2	12	6	1	2	0%

Daily email reporting; reverse lookup builds your mailing lists



To: dshor@wingmanmedia.com
 Cc:
 Subject: Wingman Media Campaign Lead Report For 07/14/2007 (Sit n' Sleep 20070110).



Thank you for advertising with Wingman Media, the Internet advertising solution for the local business campaign, Sit n' Sleep 20070110, for 07/14/2007. To get a report for the entire campaign or to see photos, visit the Wingman Media account and visit the Reports section of the site.

Total Visits: 679
 Total Spend: \$945.90
 Total Calls: 66
 Other Web Events: 333

Calls

Date / Time	Phone Number	Target Phone	Duration
07/14/2007 07:49:39	(805) 583-0099	(800) 675-3536	00:00:18
07/14/2007 07:50:51	(805) 583-0099	(800) 675-3536	00:00:41
07/14/2007 07:51:53	(805) 583-0099	(800) 675-3536	00:00:28
07/14/2007 08:02:27	(805) 583-0099	(800) 675-3536	00:00:21
07/14/2007 08:08:31	(805) 583-0099	(949) 470-1391	00:00:00
07/14/2007 08:36:33	(949) 463-3949	(800) 675-3536	00:00:23

Emails

Date / Time	Name	Email Address	Phone Number
07/10/2007 18:16:22	mike smith	mikestuff@hotmail.com	

Other Web Events

Date / Time	Name	Customer ID
07/10/2007 00:00:30	Coupon	07070923550747835
07/10/2007 00:02:35	Financing	07070923545328358
07/10/2007 00:03:05	third party page	07070923545328358
07/10/2007 00:08:49	Coupon	07071000074326598
07/10/2007 00:11:58	Sales Shopping Cart	07071000074326598
07/10/2007 00:17:00	Culver City	07071000163223218
07/10/2007 00:17:09	Upland	07071000164496072
07/10/2007 00:30:33	Sales Shopping Cart	07071000365337863

Reverse Phone Number Lookup Builds your Mailing List Database Automatically

Event Time	Customer Phone	Customer Name	Customer Address	Customer City	State	ZIP
7/10/2007 20:04	6612587118	Tim Carter	20 Falcon Way	Edwards	CA	93523
6/8/2007 14:50	7142290528	Amy Wolfrom	200 N Dale Ave	Anaheim	CA	92801
6/8/2007 14:50	7142290528	Amy Wolfrom	200 N Dale Ave	Anaheim	CA	92801
7/1/2007 19:31	7149741439	Chuck Smith	200 N Sweetwater St	Anaheim	CA	92807
6/2/2007 8:30	8054848115	Marcia Ringler	2001 Alborada Dr	Camarillo	CA	93010
7/10/2007 19:55	3104588830	S Brandt	201 Ocean Ave	Santa Monica	CA	90402
6/7/2007 14:13	8189938197	Celina Yeh	20100 Hillcrest St	Chatsworth	CA	91311
6/24/2007 14:27	9518300162	J Shipley	20209 Edmund Rd	Riverside	CA	92508
7/14/2007 8:02	8055830099	G An	2162 Rohner Ave	Simi Valley	CA	93063
7/14/2007 8:02	8055830099	Daniel Whelan	2007 S...
7/5/2007 14:26	3234676267	Ram Bergman	2028 Blackberry Ct	San Juan Capistrano	CA	93036
6/26/2007 15:07	3237378522	Robert Baldazon	2028 W Washington Blvd	Los Angeles	CA	90018
6/21/2007 8:39	6269616809	Rebecca Viramontes	2038 Vallecito Dr	Hacienda Heights	CA	91745
7/2/2007 11:14	8188888965	Heather Murphy	20405 Sherman Way 201	Winnetka	CA	91306
6/26/2007 15:05	5622920236	K Kordich	20417 Thornlake Ave	Lakewood	CA	90715
6/27/2007 17:22	9516532077	Regina Hidalgo	20444 Sugar Gum Rd	Riverside	CA	92508
6/4/2007 14:03	7149687855	William Hartman	20451 Greystone Ln	Huntington Beach	CA	92646

Downloadable report

Daily email



Why Wingman LocalSM is the natural choice of leading organizations



	Wingman Local SM	Self-managed	Pay-per-click agencies
Bidding optimization	Yes. The optimization is based not on clicks but on what users do <u>after</u> they click (see below)	No. Must manually adjust bid maximums and review which keywords are working	Yes. Will optimize the bidding based upon which keywords generate clicks (irrespective of whether those clicks are made by good prospects)
Click-through analysis	Automated adjustment based upon your <u>action</u> goals and sophisticated reporting of click-thru actions	Manual. You must comb through reports as often as daily to see what's working	Automated/outsourced. The agency optimizes on what generates the most <u>clicks</u>
Optimization on keywords generating phone calls/emails	Yes. Proxy technology displays a pass-through phone number to track call quality and optimize on keywords delivering qualified leads	No.	No.
Optimization on keywords generating specific actions on your website	Yes. Optimizes based upon areas of your site you know to be important buying behaviors (e.g. Contact us page, location maps, etc.)	No	No



- **Wingman LocalSM will change the way you look at your business**
 - Focus your Internet spending only on the geographies you care about
 - Generate leads through self-optimizing pay-per-click (PPC) advertising on the major search engines
 - Set your own spending limits; you only pay for leads when they come to you
- **Additional tools all in one package at no additional charge**
 - Measure results of your spending
 - Automatically collect user contact information
 - Track and record phone calls to monitor and improve your staff's call handling skills
 - Track emails sent to your sales team
 - Deliver special offers to your prospects
 - Track prospective client's behavior on your website (pages clicked, etc.)



Example Program Recommendation: 50-mile radius of Los Angeles

Example Program Recommendation: 50-mile radius around Los Angeles



<i>Wingman Local PPC</i>	Estimates	
Estimated Monthly Budget	\$11,980	
Estimated Impressions	1,037,290	
Estimated Visits	8,440	CPC: \$1.41
Estimated Leads	1,230	CPL: \$9.73

- **Wingman systems review actual click traffic to determine appropriate monthly allowances**
- **Estimated visits and leads figures based upon historical average clickthrough and form-completion rates for the industry**
- **Wingman makes no representation as to customer interest or behavior once visitors review your website**

Example Program Recommendation: 50-mile radius around Los Angeles



Wingman Pay Per Call

Estimates

Recommended CPC	\$10
Minimum budget	\$1,000

Serious Real Estate Investors Only
 Serving Your Area
 Invest in apartment complexes
 and other income properties

[calls will ring to:
 310-449-4600](tel:310-449-4600)

Online Search and Yellow Pages

AOL yellowpages Local.com infospace. local matters

MARCHEX Switchboard® DEX MagicYellow

Mobile Search

msn Mobile AOL mobile MAPQUEST JumpTap

Directory Assistance

1800Free411 1800sandiego 1-800-411-SAVE

Search Web Images Video Audio News Shopping

life insurance Search

Matrix Direct Insurance Services
 Save up to 70% on Life Insurance! Coverage from American General Life
 (866-874-0377) Call Us For Service in Your Area.

Sponsored Links

Life Insurance Quotes
 Compare Respected Brands & Save. Competitive Quotes & Apply Online!
 www.IntelliQuote.com

Affordable Life Insurance
 Quickly Compare Term Life Rates. Rated "Best of the Web" by Your Business
 www.ReliaQuote.com

Life Insurance
 Make sure your family is provided for when you're not around.
 www.selectquote.com

See Sponsored Links For: [life insurance](#), [insurance settlements](#), [term life insurance](#), [elderly life insurance](#), [insurance payments](#)...

Learn More About Web Results

Metropolitan Life Insurance Company
 Since 1863, financial services company's core products currently include homeowners, auto, boat, life, annuities, and IRAs. Site offers tips and advice for ...
 www.metlife.com/



What to expect when you start using Wingman LocalSM



- **More leads** will convert to sales because they will be within your service/market area
- Your **credibility will increase** because of your consistent high rankings in the pay-per-click search results
- Your **cost per lead will decrease,** particularly over time as Wingman LocalSM self-optimizes



- **Determine monthly/trial budget and term of agreement**
 - Any trials should be no less than 3 cycles (approximately 3 months)
 - Discounts available for 12-month programs
- **Work with your Wingman associate to complete your Account Information and Campaign Questionnaire forms**
- **Wait for confirmation that your campaign has started**
- **Start receiving leads**
- **Log in and access reports anytime**
- **Adjust online and offline marketing activities based on results**
- **Consider additional Wingman services**

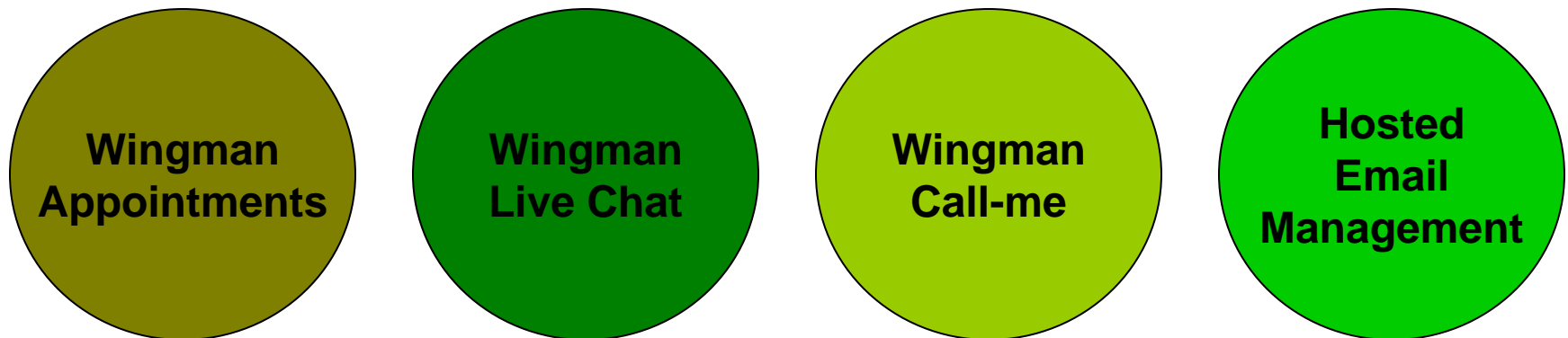
Wingman Media delivers an entire suite of tools



Internet Advertising



On-website conversion tools





● **Wingman Local Pay Per Click**

- Generate geotargeted leads
- Optimize spending on the keywords generating phone calls, email leads and location map selections

● **Wingman Pay Per Call**

- Ads placed in all leading directories
- Pay only for calls you receive
- Fixed cost for calls

● **Wingman Lead Generation**

- Display ads (banners, rich media) on thousands of websites
- Pay only for leads such as scheduled appointments or interest form
- Works best with special offers of value

● **Wingman Video Advertising**

- Search-based video ads tell your story visually
- Traditional CPM and pay-per-lead programs available

● **Wingman Blogger and Poster**

- Spread the word about the project and generate buzz/confidence
- Quickly assists in search optimization



● **Wingman Appointments**

- Allow website visitors to schedule appointments at the sales center
- Automatically send email reminders to prospective buyer prior to appointment date
- Pay on a per-appointment basis

● **Wingman Live Chat**

- Website visitors given option to text-chat live with sales associates
- Improves conversion rates
- Works well with Wingman Appointments because sales associate can schedule appointment for the visitor

● **Wingman Call-me**

- Permit caller to request a phone call at a predetermined time (e.g. immediately, 5 minutes, 10 minutes)
- Improves conversion rates
- Works well with Wingman Appointments because sales associate can schedule appointment for the visitor

● **Wingman Hosted Email Management**

- Email marketing crucial for effective long sales cycle support
- With increased reliance on web-based research, businesses need to “continue the conversation” well beyond the initial visit
- Can be integrated with client website and database to trigger automated emails