



BLUE INK DIGITAL

A BRIEF OVERVIEW OF THE LEAD MARKETPLACE

WHAT IS THE BLUE INK DIGITAL MARKETPLACE?

- The Marketplace is a place where our clients can purchase real-time leads from us and our network of lead vendors
- You pick how much to bid
- You pick the criteria for the lead (e.g. location, age, attributes)
- Lead is delivered directly to you or into your CRM or calling platform

HOW IT WORKS

- A consumer visits the website or landing page of one of our affiliated sites and fills out a request for a quote for your product or service
- That information is transmitted in real-time into our marketplace
- Clients looking to service that request submit a pre-programmed bid based on the consumer information and the winning bidder gets to service the consumer

REAL TIME & EXCLUSIVE

- The Blue Ink Digital marketplace deals only in real-time and exclusive leads meaning:
- All leads are delivered in real-time meaning that there is a delay of typically less than 15 seconds between the consumer pressing submit and the client receiving the consumer request
- The winning bidder *is the only client* who gets access to the consumers request (i.e. leads are only sold once and to the winning bidder)

WHY REAL-TIME AND EXCLUSIVE?

We only want to sell the highest intent and highest quality leads

- A consumer actively searching for your product who just filled out a request for a quote has the highest intent right after pressing submit
- We only provide exclusive leads to provide you the best chance of contacting and closing the consumer

HOW TO BUY LEADS

- Getting leads on the marketplace is easy and simple with no minimums and no obligation to keep buying
- Add a credit card to fund your account
- Activate your campaigns
- Receive the leads you need to run your business
- Start and stop anytime!

THE BLUE INK DIGITAL EDGE

- We provide you a team of top notch account executives and data scientists from Northeastern, Harvard, and MIT
- Our team can provide customized optimizations and monitoring
- We work with clients to hit cost per acquisitions (CPA) targets, volume requirements, and ultimately hit their performance goals