DIGITAL
URGENCY

COMPANY OVERVIEW

Turning Interactive Data Into Solutions

WHO IS DIGITAL URGENCY?

We are a multi-channel infomediary with unique data and proprietary technologies that is committed to providing businesses and consumers with the most valuable digital media and development services. Digital Urgency's current operations specialize in customer acquisition and customer retention programs for national and local brands through interactive marketing and electronic and mobile data campaigns.

OUR MISSION

Digital Urgency's fundamental objective is to continue to create innovative, scalable, reliable, profitable, products and solutions to meet the growing needs of the digital market place.

DIGITAL URGENCY BIO FACTS

- Headquartered in Deerfield Beach, FL
- Founded in 2008
- Occupy a state of the art, 15,000 ft facility

THINGS YOU DID NOT KNOW ABOUT US

① Executive Team comprised of industry veterans, widely credited with pioneering permission based email marketing and email appending.

② Successfully passed On Site Assessment using data security policies, policies and technology mirrored after the SSAE 16 Statement on Standards for Attestation Engagements (SSAE)

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DATA INTELLIGENCE & PERMISSION BASED EMAIL

PROPRIETARY DATA

Using our proprietary data set on consumers, Digital Urgency Direct helps our clients achieve their acquisition and branding goals by harnessing the power of 280 million permission based consumer email addresses available with matching postal information.

COMPETITIVE EDGE

Using our proprietary data set on consumers, Digital Urgency helps our clients achieve their acquisition and branding goals by harnessing the power of 280 million permission based consumer email addresses available with matching postal information.

DELIVERY

Our delivery process is just as unique and equally important to the overall success of a permission based email campaign. Our IT department maintains a white-listed status with all major email and internet service providers. We adhere to a rigorous 13 point delivery process to insure maximum inbox penetration – a complete list of these points is available by contacting your Digital Urgency representative.

REGULATIONS

Digital Urgency is 100% compliant with the CAN-SPAM Act of 2003.

OPT-IN PROCESS

1.
Online Publishers & Data Partners

5000+ opt in content web-sites & web communities

Co-Registration

Consumer record must be confirmed by a minimum of two (2) sources to be added to the permission based consumer file

Scrubbed against internal & partner unsub files
x2

2. Data Hygiene - Consumer files go through severa processes

3. Data is Permission Passed

Data Intelligence - demographic & lifestyle attributes including age, income, gender, presence of children, language, etc. are added to each record through the use of...

Information gathered during time of initial opt-in

Online & Offline Surveys

Strategic relationships with telemarketing & lead generation

4. Data Overlays

Enhanced Permission Based Email Data Available to Market
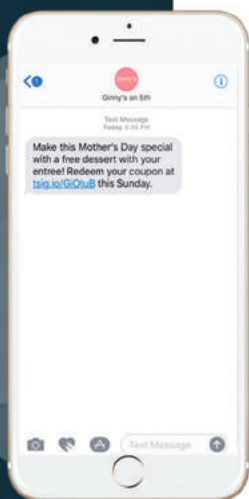
PERMISSION BASED MOBILE

WHY?

Reach Customers on the Go – marketers have a unique opportunity to harness the power of this interactive and personal medium. With over 80% of Americans carrying mobile phones, Digital Urgency's Mobile Marketing capabilities allow you to reach your target audience with speed and relevance, which is perfect for advertisers that have an urgent message or a narrow window in which to generate a call to action or response.

WHAT

A mobile PUSH campaign allows clients to leverage Digital Urgency database and send a SMS (short message service) text message to our permission based mobile subscribers. Messages are sent using Short Message Peer to Peer Protocol (SMPP) for increased speed and deliverability and can be up to 135 characters, including spaces. The call to action of this message can be to drive traffic to a web site, drive foot traffic to a "brick-n-mortar" store to redeem a coupon, prompt the consumer to dial into a call center with one "click to call." The best call-to-action involves an incentive or promise of relevant & timely information.

MOBILE OUTREACH

Digital Urgency's Mobile Marketing Services will provide a vertical lift in your direct marketing campaign results by targeting the industry's most responsive permission based wireless database. Clients are able to reach 82MM mobile subscribers and target by nearly 300 various segmentations, including age, gender, ethnicity, wireless service provider, handset type, marital status, presence of children, donors, tech savvy users and much more. By including mobile marketing with other traditional methods of advertising we help marketers build brand recognition, and promote new products and services. Our goal is to help clients achieve targeted, effective results and succeed in today's competitive market place.

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SEGMENTATION

- SIC
- NAICS
- Geography
- Contact Title
- Business Location
- Business Name
- Company Type
- Number of Employees
- Sales Revenue Years In Business
- Chain
- Franchise
- Government
- Home Office
- Minority Company
- Small Company
- Woman Owned

SOURCING

- Public Records
- Federal & State Filings
- Telephone Connects & Disconnects
- Professional State Licensing Records
- Association Data
- Web & Internet Data Feeds
- Shipping Records
- Print Media Publications
- National Business & Professionals
- Directories of Corporate Filings
- Self Reported Data (Corporate Updates)
- Annual Reports (Public Companies)
- Stock and Wire Services
- Directory Maintenance (in return for data usage per controls)
- Websites

COMPREHENSIVE AND ACCURATE

We are pleased to provide you with the most comprehensive and accurate national business file, now available to you through our recently updated SaaS technology platform. By leveraging over 140 different data sources and utilizing our proprietary matching and quality algorithms, we provide you with the information necessary to grow your business profitably. Our lightning fast platform and intuitive interface will enable you to obtain the counts, reports and lists required to effectively grow your business

MOBILE OUTREACH

Our multi-sourced business reference and contact file contains an average of 42 million contact names at 19 million unique locations! It is compiled using traditional, non-traditional, unique and proven compiling methodologies to create a comprehensive business reference database for use by decision makers and corporate strategists

APPENDING SERVICES

EMAIL APPENDING & EMAIL HYGIENE

You cannot afford to lose a customer to a competitor, making it imperative to maximize your customer retention marketing programs. With the increasing cost of direct mail, your clients need to find a cost effective way to communicate with their customers and prospects.

BENEFITS

Our database appending services will help overcome your online marketing challenges, allowing you to engage in multi-channel marketing strategies that will result in higher campaign response rates over stand alone marketing channels such as postal mailings or telemarketing efforts.

RESULTS

Match rates range between 20% and 35%

CLIENTS

Past and current email append clients include The US Navy, Bally Total Fitness, AT&T, Verizon Wireless, Time Inc., Honda, Chevrolet, Political Parties and Politicians.

By initiating an online relationship with your customers in addition to your current offline channels of communication, you will:

- Increase the value of your database
- Generate higher response rate
- Build customer relationships
- Achieve the highest possible ROI for your marketing dollars
- Gain the ability to measure the results from your online deployment instantaneously
- Dramatically increase traffic to your web site

HOW IT WORKS

- You send a file of customer postal records to Digital Urgency
- Digital Urgency matches your file against our opt-in email append database
- Customer matches are run through multiple hygiene and validation processes
- Branded opt-out letter is sent to all customer matches, ensuring permission & deliverability
- Digital Urgency returns your original file to you, with an additional column containing all matched customer email records, minus those that had opted out

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REPUTATION MANAGEMENT

Have you or your company been victimized by slanderous comments being found on the first page of Google? We specialize in pushing those negative comments down off of the first few pages.

A malicious attack on your company from a frustrated customer, former employee, or even a competitor can devastate your business. Unfortunately, it does not matter if there is no legitimacy to these negative claims or comments – potential customers, current clients and investors will still see them and ultimately, you will lose, future customers or investment dollars
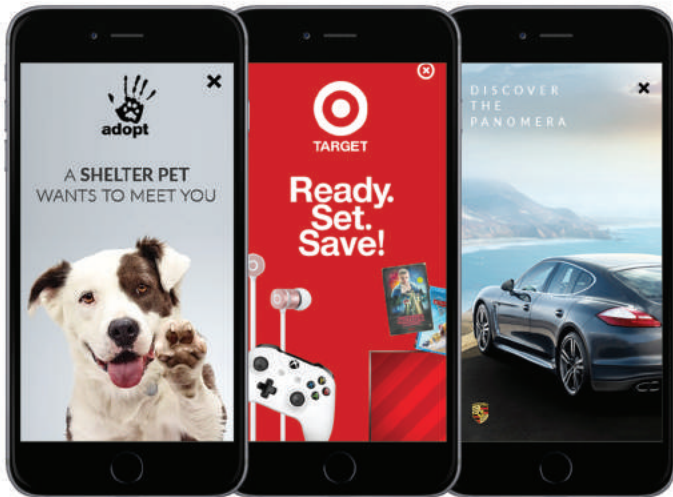
Our reputation management services can suppress these negative results by dramatically pushing them down within the search engine rankings while simultaneously pushing up positive comments, giving you the best possible opportunity to make a first impression

Contact us today to get started protecting one of your company's most valuable assets – your online reputation!

SEO SERVICES

There is no overnight solution for a dramatic improvement in your search engine rankings. It takes a methodical (white hat) approachto achieve long term, stable results

OUR SUITE OF SEO SERVICES INCLUDES:

COMPETITIVE ANALYSIS
Know your internet competition and their current online marketing efforts

WEBSITE ANALYSIS
Improve and correct current website errors, including but not limited to 404 error pages, code structure and directory structure. Additionally, we will clean up your meta tags and descriptions.

KEYWORD RESEARCH & ANALYSIS
Identify strategic keywords that improve rankings, conversions and ROI. One of these results without the others is an ineffective campaign.

SEO COPYWRITING & LINK BUILDING
We focus on producing and promoting valuable content online.The best way to raise your rankings and reach new audiences is by
continually acquiring new links and creating rich content

SEO

OVERVIEW

Mobile Banner Advertising is one of the fastest growing segments of advertising and with over 2,000+ publishers at your disposal; the ability to reach your target audience on their handheld device has never been greater.

Mobile Banner Advertising is continuing to show tremendous results for national brands and as technology has increased, an increasing number of local businesses have tapped into this powerful channel to reach their target audience on a local level.

MOBILE ADVERTISING VS WEB ADVERTISING

Mobile Banner Advertising is very similar in concept to traditional Web Banner Advertising; however, Mobile Banners typically deliver 2 to 5 times the interaction rates as online banners because there is usually only a single mobile advertisement per mobile page.

TARGET SPECIFIC CATEGORIES

- Men
- Women
- Health
- Money
- Technology
- Finance
- Lifestyle
- Local Search
- News & Information
- Sports
- Social
- Weather
- Automotive
- Travel
- Hispanic
- Entertainment

QUICKFACTS

- 5+ Billion Mobile Ad Impressions Per Month
- 2,000+ Publishers
- National, Regional, Local, Geo-Targeting, & Zip-Code Targeting
- Marketers "Sweet Spot": 18-49, Educated, Employed, HHI $100K+
- Broad Platform Support: WAP, iPhone, Android, Blackberry, Tablet
- Digital advertising revenue through June 2012 totaled $17 billion, a 14 percent increase from $14.9 billion in 2011. Interactive Advertising Bureau

POPULAR USES

- Click
- Retail Promotions
- Mobile Video (:30 Seconds)
- Mobile Survey
- Fund Raising

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WEB DESIGN

- CMS and Static Websites
- Portfolio Websites
- Social Network Profile Customization
- Blog Customization
- E-Commerce Websites
- Responsive Websites
- HTML and HTML5
- Flash Sites

GRAPHICS

- Logo
- Media kits
- Brochures
- Sales Sheets
- Presentations
- Stationary
- Corporate Branding

MOBILE APPLICATION DESIGN

- Broad Platform Support: Apple, Android and Blackberry
- Creative designs and development
- Latest technology available
- Mobile application effectiveness and function
- Accommodation to project budgets
- Rich content development

EMAIL MARKETING CREATIVES

- Fresh and innovative designs
- Effective marketing pieces
- Professionally deisgned by award winning designers
- Linked to URL's provided
- Compatibility to major email clients (gmail, yahoo, outlook and etc...)

Multi sourced consumer file with billions of records on over 280 million records with address, phone, email and mobile. Each record contains over 300 demographic and psychographic attributes attached to records.

Overlaid with 120 million voter records from all state voter files, wherever legal to obtain them

Ability to segment file and pull counts based on voter history, party affiliation, age, income, ethnicity, gender, gun owners, donors, etc.

POLITICAL OUTREACH

Digital Urgency'sPolitical Marketing Division leverages thirty plus years of experience on Capitol Hill with superior data mining and technology to offer a Merged Super Voter File constantly updated with voter files, a vast array of consumer files and mobile and social contacts. One master database replaces duplicate and inefficient efforts of separate donor lists, voter outreach lists and voter registration drive lists.

- Data Type
- Postal (default)
- Email Address
- Mobile Number
- Geographic Selects
- State
- County
- City
- Zip
- DMA
- SCF
- Radius
- Congressional District
- House District
- Senate District
- Gender
- Home Owner
- Marital Status

- Presence of Children
- Veteran in Household
- Household Income
- Ethnicity
- Religion
- Birth Date
- Party
- Number of Time Voted In Last 10 Years
- Social Influencer Scoring
- Propensity to Vote in the Next Election
- Propensity to Vote Republican (for Non Registered Rep)
- Voter History

VOTER PROPENSITY SCORING of those most and least likely to vote based on past history (in states w/o history we have modeled most likely, least likely voters using 75 point comparison between them and those in neighboring states).

CONVERSION PROPENSITY SCORING on all known Independents and Democrats based on 105 point comparison to voting Republicans.

SOCIAL INFLUENCER SCORING to identify the primary contacts within various social circles to help identify where dollars should be focused.

Ability to pull lists based on congressional districts and state congressional districts.

Ability to reach young 18-24 voters effectively through text and app based contacts. Over

Over 150 million unregistered but eligible to vote consumers with 105 point based score on propensity to vote along specific party lines

- **41MM Hispanic Americans**
- **26MM African Americans**
- **112MM Christian consumers**

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