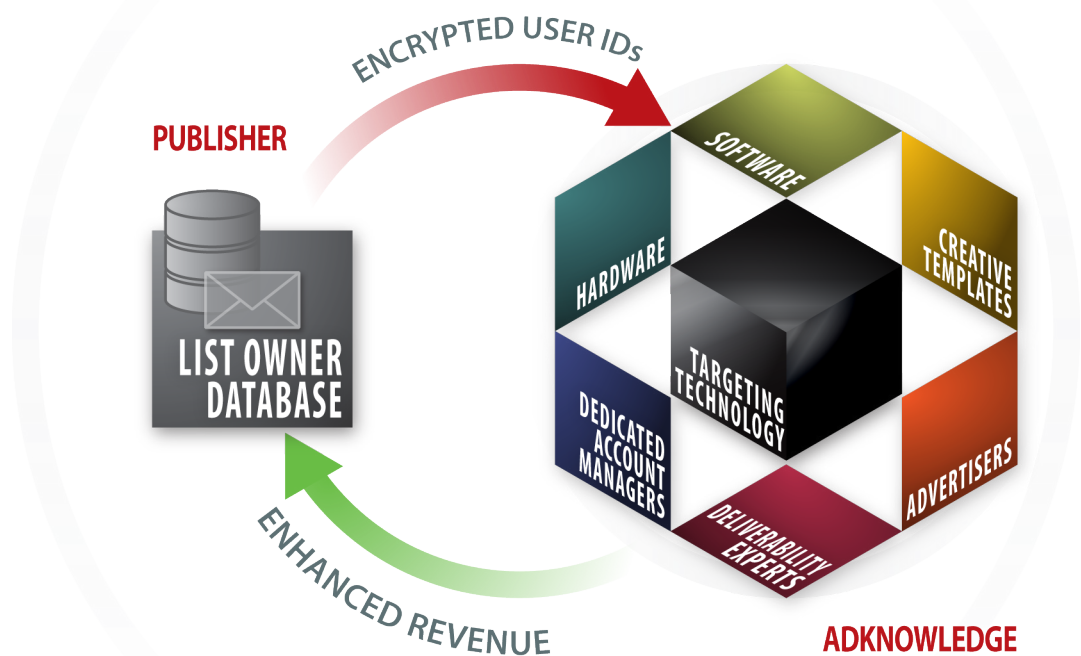


Adknowledge is the leader in fully-outsourced email solutions for list owners and list managers. To leverage our targeting technology, list owners and list managers simply provide Adknowledge with access to their encrypted email database. In return, list owners experience yields that push beyond traditional solutions and eCPMs that surpass industry averages.

Comprehensive Outsourcing Solution

- No upfront investment required.
- Adknowledge provides: hardware, software, targeting technology, creative templates, advertisers, deliverability experts, and dedicated account managers.
- This solution frees up your staff for other strategic projects.



Compliance & Data Protection

- Adknowledge adheres to strict privacy policies that include full compliance with CAN-SPAM, COPPA, and the U.K. Data Protection Acts.
- No utilization of any personally identifiable information (PII).
- Use of one-way data encryption guarantees user anonymity.

Targeting Technology

- Adknowledge uses predictive analytics to analyze email recipient response patterns.
- Highly relevant offers are delivered to your users, reducing list attrition and enhancing corporate brand.

Revenue Generation

- System uses response-based targeting to deliver highly relevant ads.
- Adknowledge's targeting proficiency generates higher CPMs and more efficient use of your email inventory.
- Improved relevancy enhances the user experience, leading to higher open and click-thru rates.

Advertisers

- More than 50,000 advertisers compete for traffic in over 1,200 categories.
- Adknowledge offers you access to our library consisting of thousands of customized creatives.

Support

- Dedicated account managers provide comprehensive assistance.
- The Adknowledge ISP relations group works directly with large ISP's on your behalf to maintain superior deliverability.