



iq.COM  
TakeAction



## Compel your target audience to **take action.**

You know they're out there. You can feel their eyes on your Web pages. The question is: How can you get them to interact with you online or visit your retail stores in person? How can you convert browsers to buyers, or persuade anonymous visitors to become members? What can you do to ensure that shoppers make it through checkout, without abandoning their carts virtually mid-aisle? And once you've won them over, how can you keep your customers or members coming back for more?

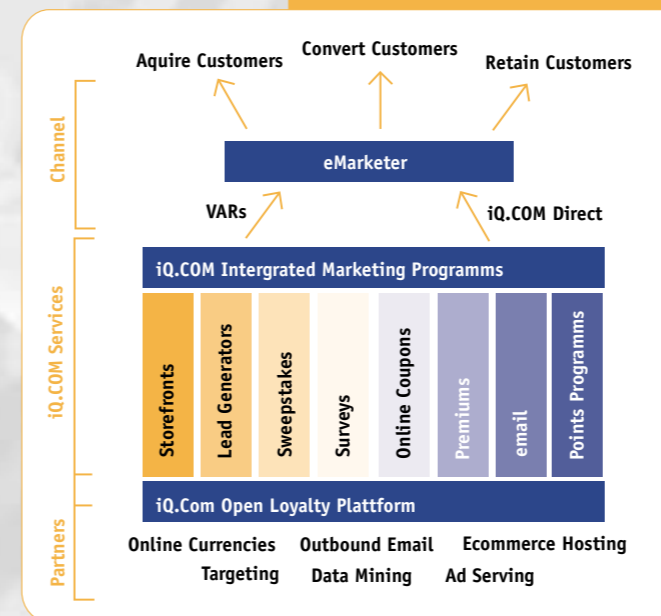
In short, how do you gain new customers, increase the lifetime value of your customer relationships and improve your bottom line?

You want to give your target audience some incentive to act. Maybe you've considered running special offers or a sweepstakes. But you're not even sure what programs are right for your audience—even if you have the time or the specialized knowledge required to implement them. What you really need is a timely, cost-effective way to create online marketing, incentive and customer loyalty campaigns; distribute them; and track the results in real time.

You need **iQ.COM.™**

## Come to iQ.COM for smart on eMarketing infrastructure.

iQ.COM delivers a broad range of online incentive marketing and branded rewards programs designed to capture, convert and retain your target audience. And our performance-based pricing focuses on your bottom line. With our outsourced, Web-based eMarketing applications and services, you don't need to build a new infrastructure, hire more IT personnel, or seek out pricey Web marketing specialists. We do it all for you. As an Application Service Provider (ASP), iQ.COM enables you, your agency, or our own Strategic Services group to quickly and easily create and distribute the eMarketing programs that directly impact your return on investment.

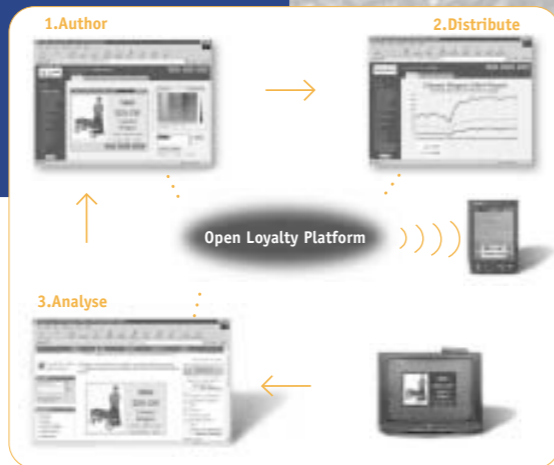


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## iQ.COM: The next Step in eMarketing.

We compel your target audience to take action, whether you want to drive people to your offline business, make an online sale, gain a new member, or build customer loyalty. Our online marketing services and integrated solutions incite action and improve your bottom line. Unlike online marketing companies that offer only specific point solutions—like e-coupons or surveys—iQ.COM provides a comprehensive suite of behavior-shaping offers and rewards, and the means for distributing them. That's because we know that you need different solutions for different stages of the customer lifecycle. Our integrated marketing programs give you solutions for customer acquisition, conversion or retention—whether you want to encourage product tryouts, build your brand, collect customer information or cross-sell and upsell. Through our Open Loyalty Platform™, we integrate iQ.COM capabilities with additional services from strategic partners in areas such as data mining, customer profiling, reward currencies, advertising and affiliate networks, e-mail and more—providing marketing, merchandising and customer feedback solutions tailored to meet your specific business needs. With iQ.COM, you can make the right offer at the right time to the right audience at the right place.

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## iQ.COM's e-marketing solutions help you capture, convert and retain a loyal following

### Acquisition

We help capture the attention of your target audience.

- iQActions provide interactive, visually compelling ways to lead prospects into your site and effectively highlight products or site areas.
- iQLeads help you identify qualified prospects.
- iQSweepstakes entice your viewers to take action—for the chance to win!
- iQPremiums gain converts with the promise of a free gift tied to an action.

### Conversion

Once you've got your audience's attention, convince them to buy from you, subscribe to your site, or join your community.

- Printable iQCoupons, conveniently delivered on the Web, give your customers more reason to visit your store in person.
- iQSavings encourage consumers to give your business a try by linking online coupons to their shopping carts.
- iQStores bring a select group of products to your customer, on any Web site you choose, making the buy easier than ever.

### Retention

relationships with iQOffers and iQRewards programs.

- iQSurveys give you a convenient, unobtrusive tool for measuring customer satisfaction and for gathering customer feedback and requests.
- iQOffers on your site or in your e-mail messages keep your customers coming back for more.
- iQRewards allow you to point-enable transactions and behaviors to build and reward your customers' loyalty.

With well-targeted iQOffers and iQRewards programs, your customers and members receive the offers and rewards most likely to interest them—which keeps their satisfaction high and increases your value in their eyes.



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## Get the results you want with iQ.COM's incentive and loyalty programs.

iQOffers and iQRewards are the cornerstone products of our customer acquisition, conversion and retention solutions. A wide array of iQOffers—including sweepstakes, lead generators, digital and printable coupons, surveys, in-context online stores, premiums and more—provide a variety of ways to engage your target audience. The flexible iQRewards solution gives you the ability to create, award, track and administer your own private-label points. Place iQOffers and opportunities to earn iQRewards on your Web site, on affiliates' sites, in ad banners or in e-mail—and even on wireless devices. With iQ.COM, you can create your offer once and distribute it everywhere you want to reach your audience.

## Your business benefits with **iQ.COM** eMarketing solutions.

Our flexible online solutions are quick and easy to roll out—and they pay off fast, with high return on your minimal investment.

### Get flexible online marketing solutions.

From integrated programs to individual promotional activities, tailor incentive and loyalty-building activities to match your marketing needs.

- Publish once, distribute everywhere, edit anytime.
- Multi-language support lets you deliver iQ.COM programs to target audiences in Europe and Asia, too.
- Easy-to-use creation tools enable you, your agency or iQ.COM's Strategic Services group to build the program that's right for your business.

### Be first to market with streamlined deployment

- Step-by-step wizards make it easy for even nontechnical marketers to quickly create targeted offers, complete with exciting and compelling visuals.
- Publish once and distribute anywhere—on wireless devices, ad networks, via e-mail, affiliate networks and more.

### Get a high return on your investment

- iQ.COM provides you with an outsourced eMarketing infrastructure, requiring minimal investment of your time, money and IT resources.
- Benefit with the simplicity, power and scalability of a 24/7, fully outsourced solution.
- Real time reporting allows you to track and react to the results of your campaigns as they occur.
- Our proprietary Click and Stay™ windows keep your target audience where they started, guaranteeing them an in-context experience every time.
- iQ.COM solutions focus on capture, conversion and retention of customers.
- Performance-based pricing supports your success.

## iQ.COM results: Marketing intelligent that boosts your bottom line

iQ.COM eMarketing solutions spur your audience to action, winning higher conversion rates and delivering a greater return on your investment. And success isn't academic—we've got the numbers to prove it. Completion rates for iQ.COM programs average 30 percent. That's hundreds more people interacting with you, starting a conversation and developing a relationship with your company.

So make the smart choice for your eMarketing programs. Implement the comprehensive, cost-effective and compelling iQ.COM solution throughout your customer lifecycle. Get your customers to take action with iQ.COM.

With iQ.COM, your online marketing activities aren't a wild shot in the dark, leaving you guessing about effectiveness. Our substantial, real-time feedback lets you know right away that you're getting results.

## Take Action today with iQ.COM!

To find out more about iQ.COM online marketing solutions, visit us on the Web at [www.iQ.COM](http://www.iQ.COM). To explore how to put iQ.COM eMarketing solutions to work for your business, send e-mail to iQ.COM at [info@iq.com](mailto:info@iq.com) or call 888.867.4343.