

# How To Capture Website Visitors

Presented by:



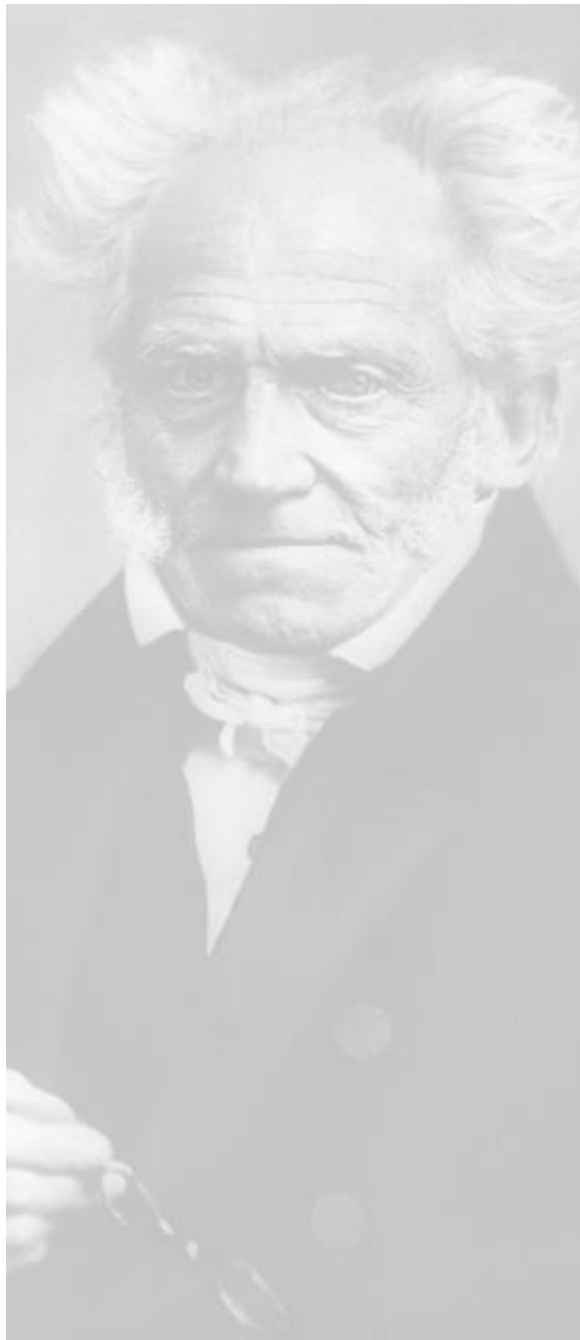


## From Voters to Consumers

The patented technology behind FLUID originated as a main resource for current and prior successful **national** political marketing campaigns.

FLUID applies these targeting technologies to B2B, B2C, and non-profit marketing strategies.





*“Talent hits a target no one else can hit, but  
**genius hits a target no one else can see.”***

— Arthur Schopenhauer —

# FLUID'S SOLUTION to DIGITAL ADVERTISING

## Patented Anti-Fraud Tech.

*By avoiding known fraud hacks, FLUID advertising is delivered only to your targeted audience via digital IDs captured by FLUID's patented data aggregators.*



## Quality, Not Quantity

*FLUID targets the intended audience for your marketing goals and \*only\* your intended audience will receive your ads, which increases conversion rates.*



## Delivery to Targets

*Rather than limit outreach to specific websites, FLUID identifies the best targets for your message.*



## Achieve Goals, Verify ROI

*FLUID's mission was founded on building campaigns to achieve results that can be verified by ROI analysis.*





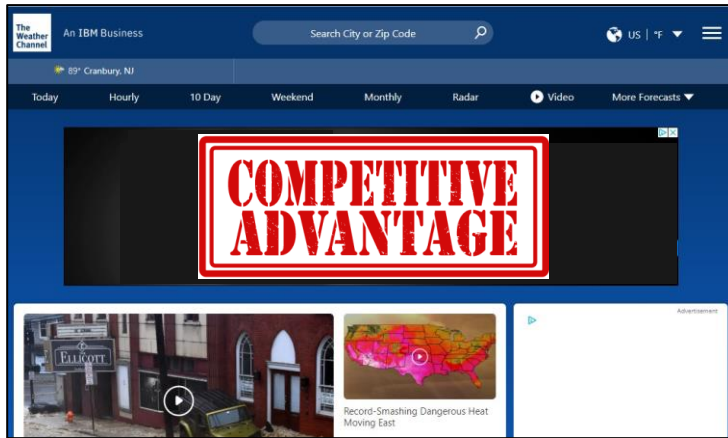
## How FLUID Works

Every digital device that connects to the Internet has a digital ID. The digital ID identifies each PC, laptop, tablet, or cell phone and provides a physical address associated with each device.

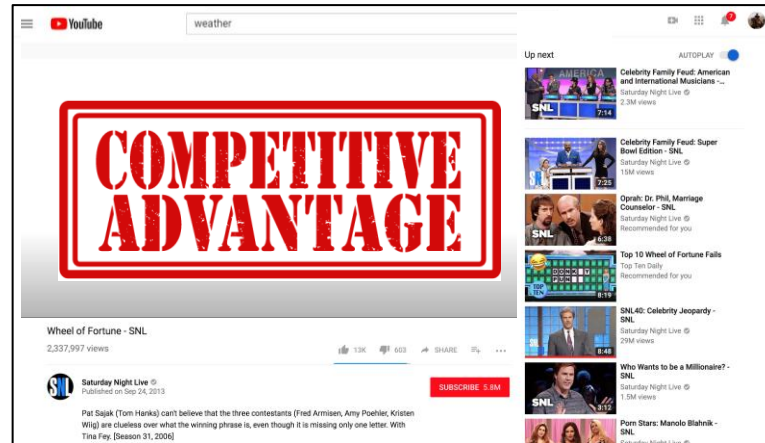
FLUID's process delivers ads to real people via those devices, locations, or associated mailing addresses.



## Three Ways to Deliver Your Targeted Message



Digital Displays

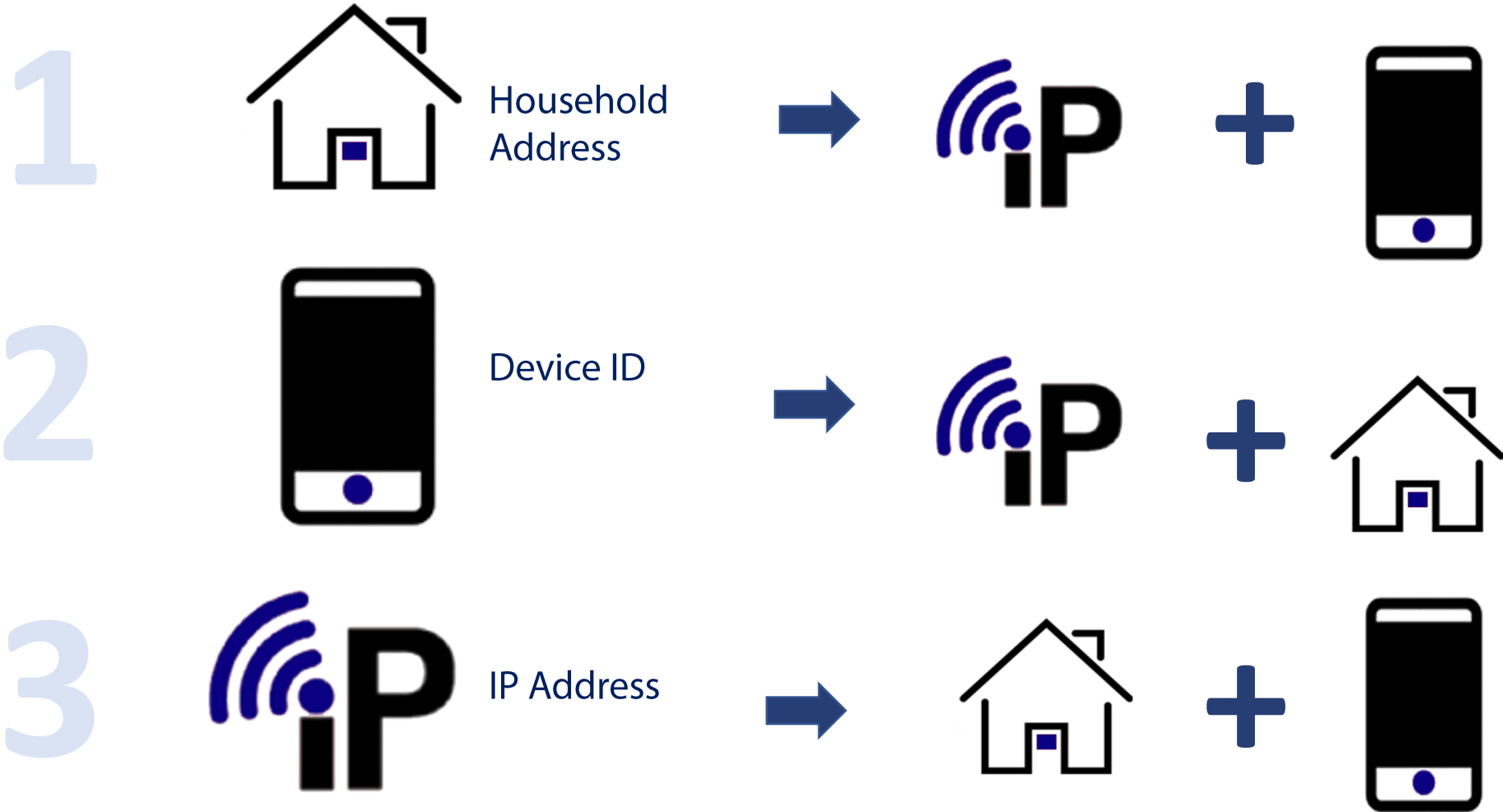


Digital Video



Direct Mail

# FLUID Connects Across Three Data Points

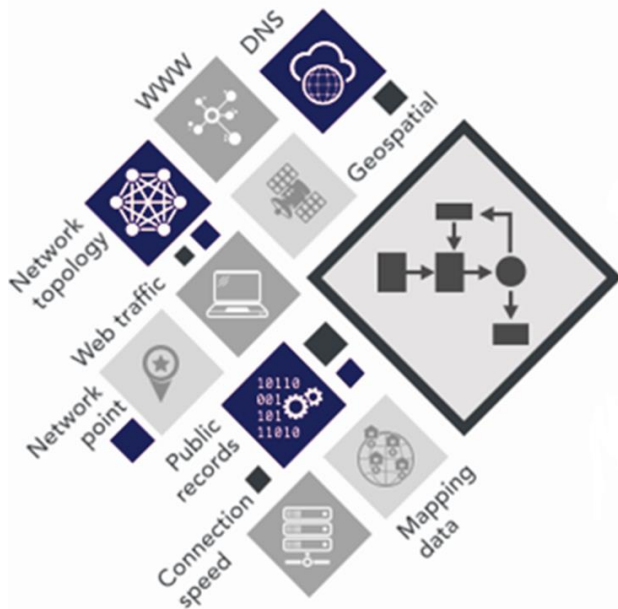




# What Makes **FLUID** Different

FLUID's Patented Technology employs algorithms that analyze each IP address and cross-references it with over 30 online and offline databases combined with more than 10,000 public data elements to verify IP addresses to real people.

**0% Digital Fraud – 100% Cookie Free**







# PRECISION Audience Solutions



## (((Echo)))™

Maps device IDs to home addresses or home addresses to IP Addresses

## (((Echo-Pixel)))™

Produces mailing addresses from targeted anonymous site visitors

## Audience X

Create new predictable audience targets by mining your sales data

## Greet

Targeting of pre-buyer, escrow, and new-mover consumers

## Live

B2B & B2C solution reaching devices on targeted local networks

## Time Machine

Identify targets from locations of interest — up to six months ago

## Scout

Pre- or Post-Campaigns triggered by events

## Precision Plus

Data tool that tracks visit frequency and demographics of targeted audience



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**PRECISION  
Audience  
Products**

**NEW**  
**Scarlet™**

Deliver display and video ads to in-market consumers based on their keyword searches on major search engines including Google and Bing.



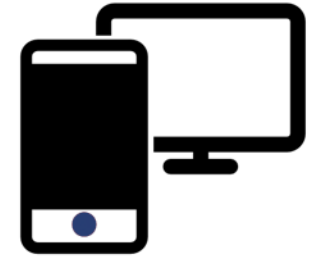
### **1. Select keywords**

Choose the keywords and geographic location(s) to target



### **2. Set Budget**

Leverage the power of an expensive p.p.c. campaign without the high costs



### **3. Serve media to targets**

Access 90% of the available daily ad inventory on the Internet!

*Example, a consumer types “NYC PI Attorney” on Google. Your keyword list matches the consumer’s search action, which triggers your ads for your NYC Personal Injury Law Practice to be served.*



Echo-Pixel Plus™ takes the targeting provided by Echo-Pixel to another level. The data captured behind the scenes consists 180 million opt-in users behavior on over 4,000 websites. Once we capture a user's IP address we match the captured IP address with one of the opt-in users and weekly generate a spreadsheet including name, mailing address, email address upon availability and

over 250 other demographic attributions



**(((Echo-Pixel Plus)))™**

A17745125045793FB2430641DC0A9120486BF2F8BCEE5C4E0A0000



Address1	City	State	Zip
6301 34th Ave	Woodside	New York	11377
17 North Second Street 16th Floor	Harrisburg	Pennsylvania	17101
900 Main St 4700	Dallas	Texas	75201
708 Main Street	Houston	Texas	77001
805 Third Avenue	New York	New York	10022
118 Royal Park Dr 18	Oakland Park	Florida	33308
1842 Columbia St	Houston	Texas	77008
33565 Windswept Drive Unit 10303	Millisboro	Delaware	19966
633 17th St Suite 1410	Denver	Colorado	80202
131 CHAMPION CIR	WIMBERLEY	Texas	77867
333 West Washington St Suite 140	Syracuse	New York	13201
425 Metro Plaza N Ste 350	Dublin	Ohio	43017
2 TRAP FRET RD STE 350	Shelton	Connecticut	6484
2900 Wilcrest Dr. Suite 450	Houston	Texas	77041
6100 EMERALD PARKWAY	Dublin	Ohio	43011
8121 Georgia Avenue Suite 3100	Silver Springs	Maryland	20912
18311 Rosapenny Rd	Charlotte	North Carolina	28278
1000 Main Street level 12	Houston	Texas	77002
75 Glen Road	Sparta Hook	Connecticut	6482
4550 North Point Parkway Suite 180	Alpharetta	Georgia	30022
122 Glade St	Chapel Hill	North Carolina	27515
8614 Westwood Center Drive Suite 1200	Vienna	Virginia	22181
2900 Wilcrest Suite 450	Houston	Texas	77041
12140 W. Rochester Ln Suite 100	Houston	Texas	77055
10200 Grogans Mill Rd Ste. 150	The Woodlands	Texas	77380
1401 Crooks Rd Suite 150	Troy	Michigan	48068
1827 W Main St Apt D	Houston	Texas	77009
537 Steamboat Rd	Greenwich	Connecticut	6830
357 South McCaslin Blvd Suite 200	Louisville	Colorado	80021
240 N-I-10	Whippany	New Jersey	7981
2100 W. Cypress Creek Rd. Ste. 130	Fort Lauderdale	Florida	33309
225 W Randolph St Fl 28	CHICAGO	Illinois	60606
13715 Violet Meadows Blvd	Pickerington	Ohio	43147-8030
30 S 15th St Suite 1400	Philadelphia	Pennsylvania	19102
720 N. 1st St Ste 229	Houston	Texas	77001
565 Clemons Drive	Pittsburgh	Pennsylvania	15242
909 Rolandvue	Towson	Maryland	21204
4414 Field Glen Ct	League City	Texas	77573
1526 Berlin Rd	Cherry Hill	New Jersey	8003
1166 West Newport Center Drive STE 112	Long Island City	Florida	33441
3355 West Alabama 500	Houston	Texas	77059
1770 Saint James Place Suite 400	Houston	Texas	77098
2617 Bissonnet Street Suite 211	Houston	Texas	77005
1200 Barton Hills Drive 312	Austin	Texas	78704
3511 S Chestnut St	Lufkin	Texas	75901
4614 N. MICHIGAN BLUFF CT	SUGAR LAND	Texas	77479-4583
428 Minnesota Street Suite 300	St. Paul	Minnesota	55101
27830 Astoria Brook Lane	Katy	Texas	77709
116.pleasant st suite 350	Easthampton	Massachusetts	10241



## CAPTURED DEVICE INFORMATION

## POSTAL ADDRESS MATCH

# YOUR DEMOGRAPHIC AND PSYCHOGRAPHIC REPORT OF CAPTURED WEBSITE VISTORS

*Fluid*

**Better Marketing. Verified™**