How To Capture Website Visitors

Presented by:





From Voters to Consumers

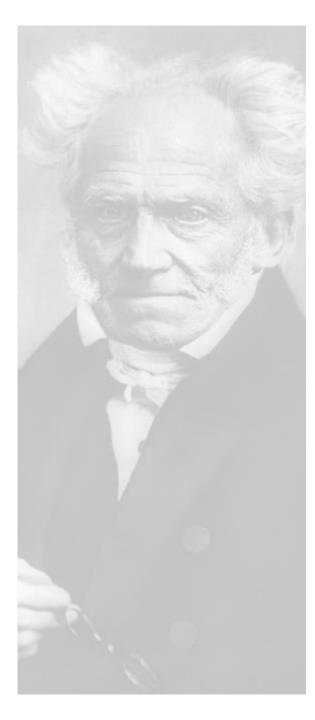
The patented technology behind FLUID originated as a main resource for current and prior successful <u>national</u> political marketing campaigns.

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.



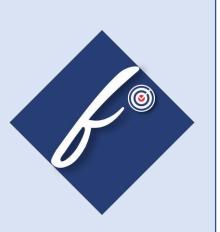
Quality, Not Quantity

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.







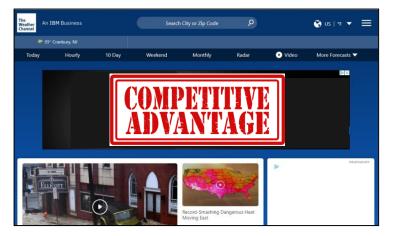
How FLUID Works

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

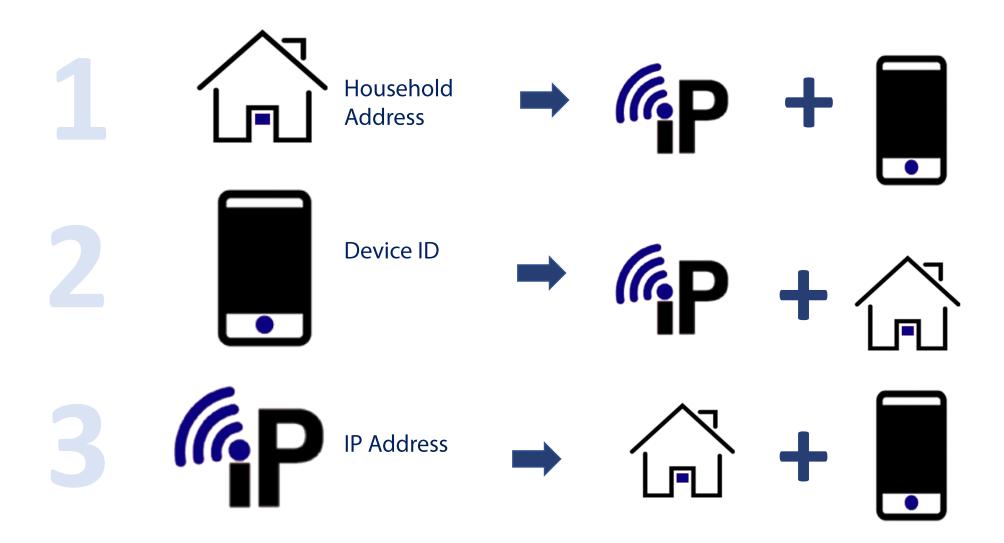




Digital Video

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



LOCATION SOLUTONS





((Echo)))™	((Echo-Pixel))) [™]	Audience X	Greet
Maps device IDs to home	Produces mailing addresses	Create new predictable	Targeting of pre-buyer,
addresses or home	from targeted anonymous	audience targets by	escrow, and new-mover
addresses to IP Addresses	site visitors	mining your sales data	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





Solutions



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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.



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([Echo-Pixel Plus])[™]

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



PRECISION **Audience Products**

[[Echo-Pixel Plus]][™]

A0786941015913F62954CE03F5D96BB498EAD2775C9B313842000 A1970324247411EE809046E96BAD5DD5D8F0646C57A413C932F A13202 Δ19102 2/22122002500250025702012210 A7857 A78229603402547DBD81BC4E6B5D107B49D2 A7703 A19103 A76010 A3390 A334427739CE76A6D417660EC4C1E753CD4 A0792210016D1F78F95DB77B543D9359 Δ117 A770 A770020000E5DEE23A4E8092E8AC77444406849 A941291704E9968B23EA5BBE3AEBC551 A010023504587976C984AEC0285334EF17BFA5E



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A17745125045793FB2430641DC0A9120486BF2F8BCEE5C4E0A000

CAPTURED DEVICE INFORMATION

62-01 34th Ave	Woodside	New York	11377
17 North Second Street 16th Floor	Harrisburg	Pennsylvania	17101
900 Main St 4700	Dallas	Texas	75202
708 Main Street	Houston	Texas	77002
805 Third Avenue	New York	New York	10022
118 Royal Park Dr 1B	Oakland Park	Florida	33309
1842 Columbia St	Houston	Texas	77008
33565 Windswept Drive Unit 10303	Millsboro	Delaware	19966
633 17th St Suite 1410	Denver	Colorado	80202
131 CHAMPION CIR	WIMBERLEY	Texas	78676
333 West Washington St Suite 140	Syracuse	New York	13202
425 Metro Place N Ste 330	Dublin	Ohio	43017
2 TRAP FALLS RD STE 350	Shelton	Connecticut	6484
2900 wilcrest dr. Suite 450	Houston	Texas	77042
6100 EMERALD PARKWAY	Dublin	Ohio	43017
8121 Georgia Avenue Suite 3100	Silver Springs	Maryland	20910
18311 Rosapenny Rd	Charlotte	North Carolina	28278
1000 Main Street level 12	Houston	Texas	77002
75 Glen Road	Sandy Hook	Connecticut	6482
4550 North Point Parkway Suite 180	Alpharetta	Georgia	30022
122 Glade St	Chapel Hill	North Carolina	27516
8614 Westwood Center Drive Suite 1200	Vienna	Virginia	2218
2900 Wilcrest Suite 450	Houston	Texas	77042
12140 Wickchester Ln Suite 100	Houston	Texas	77079
10200 Grogans Mill Rd Ste. 150	The Woodlands	Texas	77380
1401 Crooks Rd Suite 150	Troy	Michigan	48084
1827 W Main St Apt D	Houston	Texas	77098
537 Steamboat Rd	Greenwich	Connecticut	6830
357 South McCaslin Blvd Suite 200	Louisville	Colorado	8002
240 NJ-10	Whippany	New Jersey	798:
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	1910
720 Rusk St. STE 229	Houston	Texas	7700
565 Clemson Drive	Pittsburgh	Pennsylvania	15243
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	33442
3355 West Alabama 500	Houston	Texas	77098
1770 Saint James Place Suite 400	Houston	Texas	77056
2617 Bissonnet Street Suite 211	Houston	Texas	77005
1200 Barton Hills Drive 312	Austin	Texas	78704
1511 S Chestnut St	Lufkin	Texas	75901
4614 MONARCH BLUFF CT	SUGAR LAND	Texas	77479-4582
428 Minnesota Street Suite 300	St. Paul	Minnesota	55101
		Texas	77494

POSTAL ADDRESS MATCH



YOUR DEMOGRAPHIC AND **PSYCHOGRAPHC REPORT OF** CAPTURED WEBSITE VISTORS



Better Marketing. Verified[™]