

LINKSHARE LEAD ADVANTAGE

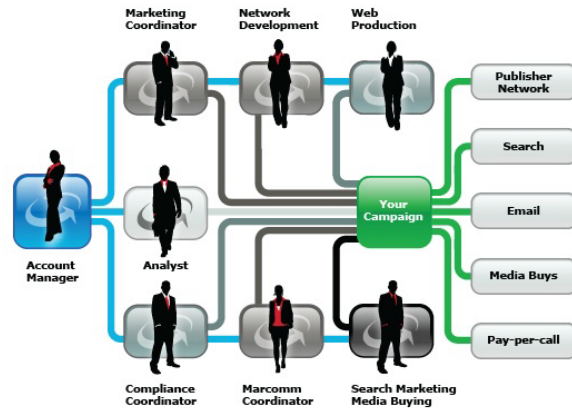
LinkShare Lead Advantage delivers high quality, targeted leads for Financial Services. LinkShare is a leader in online performance marketing and understands the challenges financial services providers face in today's world. We'll navigate the dynamics of online marketing as they relate to your specific needs including fraud prevention, multi-channel campaigns, and new innovative service options while you only pay for qualified leads that meet your specific requirements.

Why Choose LinkShare Lead Advantage?

The LinkShare Network is one of the largest global networks in the industry and has created tens of thousands of active partnerships. Because of the size and reach of our network, LinkShare is able to leverage economies of scale to deliver cost-effective lead generation campaigns for the financial services industry. Along with the power of our network, we have deep online marketing expertise in a variety of financial sectors including credit cards, personal lending, and stock quality, targeted leads to financial advertisers. Best of all we manage the risks and complexities across your online marketing channels so you can stay focused on your core business.

Experienced Account Teams That Know the Financial Industry

LinkShare financial services clients include some of the best known brands in the world since the company was founded. We offer vertically specialized Account Teams who will create a targeted marketing plan designed specifically for your needs.



We understand that it is critical to find the right customers for financial services. Your LinkShare Lead Advantage team will use precise, targeted marketing strategies to acquire the very best prospective customers cost effectively. Your LinkShare team works with you to establish your company's individual marketing goals and will design that a campaign plan includes:

- An optimal customer experience
- Appropriate commissionable actions
- Close rate goals

Once LinkShare understands where your products and services lie within the Financial Services marketplace, our experts will leverage their wealth of industry knowledge in targeted marketing to find your best prospects and customers. Our targeted campaign strategies have delivered results for some of the best known brands in financial services.

Benefit from LinkShare's Broad Publisher Network Focused on Financial Services

LinkShare's publisher network is extensive, thanks to the efforts of our unique Network Development group. Specialists in this group focus on prospecting, managing, and growing LinkShare's publisher network and maintaining its high standards on your behalf. The LinkShare network has a broad range of highly-read



finance blogs and investment-oriented web sites and maintains strong relationships with other sub-networks of financial services publishers. LinkShare's network includes hundreds of popular blogs and websites, whose discussion of topics such as personal finance and debt management attracts the type of leads you're looking for. In addition, we have well-established relationships with more focused networks that run their own affiliate programs. We work with major publisher networks such as CardOffers, Creditcards.com and Credit-Land to provide you with the greatest scope possible on the web. We make sure that all publishers, both those directly in our network in addition to those connected through our sub-networks are held to the highest legal compliance and quality standards.

Proprietary Sites that Drive Results

LinkShare has several proprietary sites in financial services that work to generate thousands of qualified leads to financial services providers. One such site, BillSavings.com, is a community and information resource where a visitor can be linked directly to LinkShare Lead Advantage advertisers. Similarly, CardApplicationsOnline.com, our credit card search engine, works as a consistent source of traffic for our advertisers. LinkShare proprietary sites have generated thousands of qualified leads for financial services.



The screenshot shows the BillSavings.com website interface. It features a navigation bar with categories like Personal Finance, Insurance, Credit & Debt, Mortgages & Loans, and Blogs. The main content area is divided into several sections: 'Financial Tools' with links for credit card matching, mortgage payment calculator, and credit card balance transfer; 'Latest Rates' with a line graph and a table of interest rates; 'Save' section with a headline 'It's all about saving you money!' and links to save on auto, health, homeowners, life, and mortgage insurance; 'Learn' section with articles on debt-free living and renters insurance; and a 'Compare Insurance Quotes and Save!' section with a search form and a 'GO' button. There is also a 'BillSavings.com Editor's Pick' for American Express.

Benefit from Accurate Tracking Technology

The accuracy and reliability of our tracking technology provides the best services possible to our clients, and alerts us to unusual activity from the publishers. LinkShare Lead Advantage uses advanced Web Services tracking technology, which is not cookie-based, ensuring greater accuracy and reliability in reporting. Unlike pixel technology used in other networks, LinkShare's core tracking technology prevents transaction loss from cookies being blocked or tracking pixels not loading. In addition, LinkShare employs lead verification technology before sending leads to its advertisers. The end result is greater assurance that transactions are being accurately reflected, improving lead quality. We'll work directly with your technology team to help make implementation quick and easy.

New Services: Pay-Per-Call

Advertisers who provide complex services and products or need to reach the growing mobile audience can add pay-per-call to their online advertising mix to capture and close sales via the phone. Our experience with financial firms shows that most deals are closed on the phone and phone calls convert at higher rates. Our call tracking technology and mobile and online distribution provides additional opportunities to acquire qualified leads, through targeted ad placement on mobile sites or SMS messages, and close them more easily. The call is tracked and reported through our industry-leading tracking technology and we manage commission payments to your affiliates.

A Sample of Our Financial Services clients:



Discover what LinkShare Lead Advantage can do for your business at www.linkshare.com or call 646.943.8200. E-mail inquiries to: leadadvantage@linkshare.com.