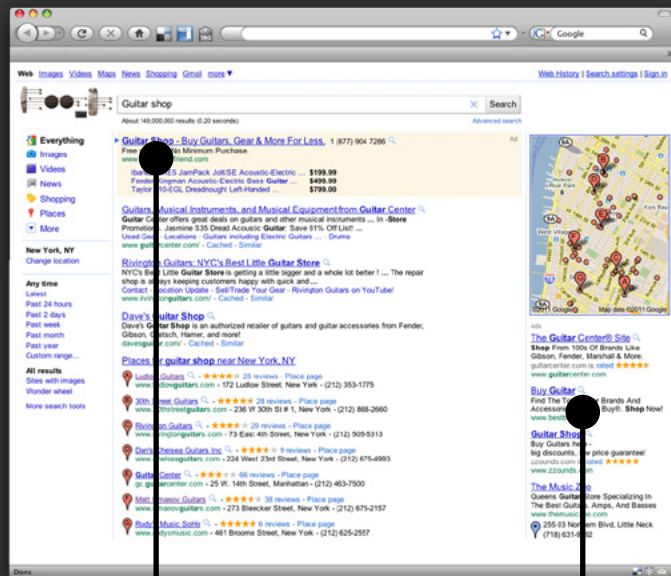


**HOW ARE  
YOUR CUSTOMERS  
FINDING YOU?**

# ARE PEOPLE FINDING YOUR BUSINESS ONLINE?

Search engines are the #1 resource for people looking for a local product or service.

We would like to introduce BrioMetrics - an innovative PPC tool that helps people find your business online.



Ad's managed by BrioMetrics can be found in the above placements.

ACCORDING TO NIELSEN/NETRATINGS, CONSUMERS USE THE FOLLOWING SOURCES TO CONNECT WITH LOCAL BUSINESSES

65% Yellow pages telephone directory

50% Internet yellow pages

44% local newspapers

33% White pages telephone directory

29% Television

20% Direct mail

82% Google, Yahoo! and Bing

# BRIOMETRICS AT A GLANCE

Our team of advertising copywriters work with you, the client, to create a text ad for your business based on the hundreds of keywords and locations that describe your products or services. When internet users in your area search online using terms that match the keywords and locations associated with your business, your ad appears in the search results.

When those same users click on the ad, they are taken to your web site or a targeted landing page specifically designed to help convert visitors into customers. Even if you already have a Web site, our targeted Landing Pages are a great way to connect with customers and maximize sales leads.

All of this is brought together by an intuitive dashboard designed to help your PPC campaign thrive.

## A SALES LEAD CONVERSION, THE BRIOMETRICS WAY:

### SEARCH.

People search for a product / service your business offers.

### CLICK.

They see your ad on one of the major search engines.

### CONTACT.

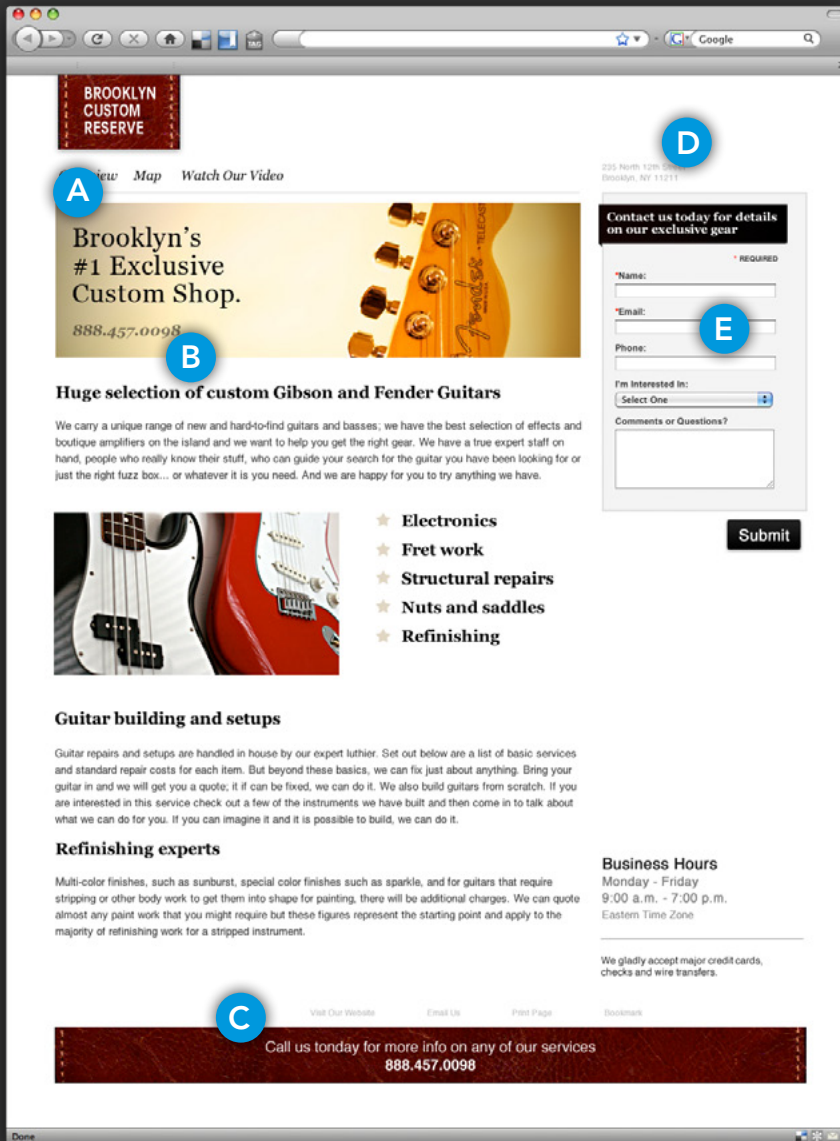
They click through from the ad to your Web site.

### ENGAGE.

They view your current special offers, coupons, and business info.

### CONVERT.

They take action, and the shopper is converted to a sale.



# LANDING PAGES

The simple and intuitive design of our landing pages will guide interested visitors to the information they are looking for, and will provide a focused call-to-action to drive potential customers to contact your business. Our team of designers and copywriters design each of these landing pages with the campaign objectives first and foremost.

## A. REPORTING TABS

Tabs allow for additional content, such as an overview of your business, a listing of your products and services, a list of your specialties or brands, and Internet specials or coupons.

## B. CALL NUMBER

Featured display of a call tracking number, which routes to your business, cell phone, or home.

## C. ACTION LINKS

Allows potential customers to view a map of your locations, visit your Web site, e-mail you, send you a text message, print, or bookmark your site.

## D. BUSINESS INFORMATION

Prominent display of your business name, slogan, and address.

## E. LEAD FORM

Leads can be sent to you by having visitors fill out and submit a simple form with their contact information.

# THE VIDEO SPOT

The video spot is a promo video for your business or services. This video combines images representing your products, services, and special offers - with voice over, background music and text. The video spot is positioned prominently on your landing page where potential customers can watch and gain interest. We will build this video for you or use an existing video from YouTube or Vimeo.

The BrioMetrics dashboard will display the total number of times your video spot has been viewed, including the date and time of each viewing.

The screenshot shows a web browser window displaying a landing page for "BROOKLYN CUSTOM RESERVE". The page layout includes:

- Header:** "BROOKLYN CUSTOM RESERVE" logo and navigation links for "Overview", "Map", and "Watch Our Video".
- Hero Section:** A yellow background with the text "Brooklyn's #1 Exclusive Custom Shop." and the phone number "888.457.0098".
- Video Player:** A video titled "Custom shop spotlight: Double cutaway telecaster" showing a yellow guitar.
- Contact Form:** A form with fields for "Name", "Email", and "Phone", a dropdown for "I'm interested in:", and a "Comments or Questions?" text area. A "Submit" button is located below the form.
- Business Hours:** "Monday - Friday 9:00 a.m. - 7:00 p.m. Eastern Time Zone".
- Footer:** "Call us today for more info on any of our services 888.457.0098".

# LOCAL, REGIONAL, NATIONAL

Take control over your ad campaign by targeting your ads directly to those potential new customers that matter most. Advertise nationally, regionally, or locally. You control the spend. You control the targeting.

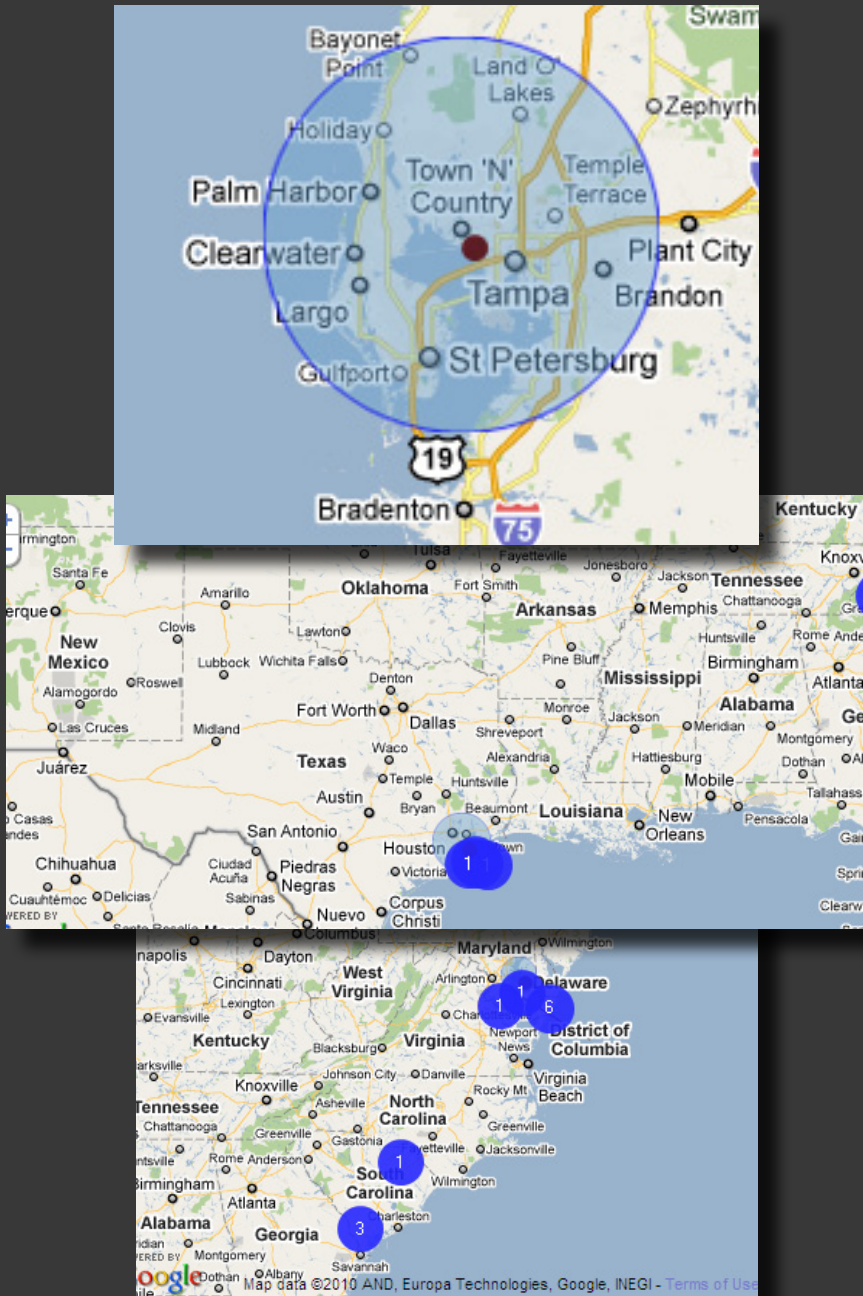
## TARGET NEW CUSTOMERS IN TWO WAYS:

### Location Targeting

Choose where you want your ads to appear to consumers searching the Web. Whether it's a local neighborhood shop, or a national online retail outlet, Brio Interactive can ensure that your ads will appear to the potential customers within your service area.

### Geographic Keywords

We'll target your campaign with geographic terms to match the location terms used by consumers searching the Web. For example, a consumer searching for "new lawn mower in Atlanta" will see your ad for new lawn mowers in the Atlanta area.



# BRIOMETRICS DASHBOARD

The BrioMetrics dashboard is an easy-to-use, interactive dashboard that gives you unmatched visibility and control over your ad campaign. With a few clicks of your mouse, you'll have access to a secure environment with tools necessary to monitor your daily campaign performance and the control to stay one step ahead of your competition.

## A. ACTIVITY SUMMARY

Graphically displays click activity of potential customers visiting your Web site proxy and/or landing page.

## B. ACTIVITY DETAIL

Displays search activity for your ads and the connections that potential customers are making, such as calls, clicks to links, page prints.

## C. MY CALL NUMBER

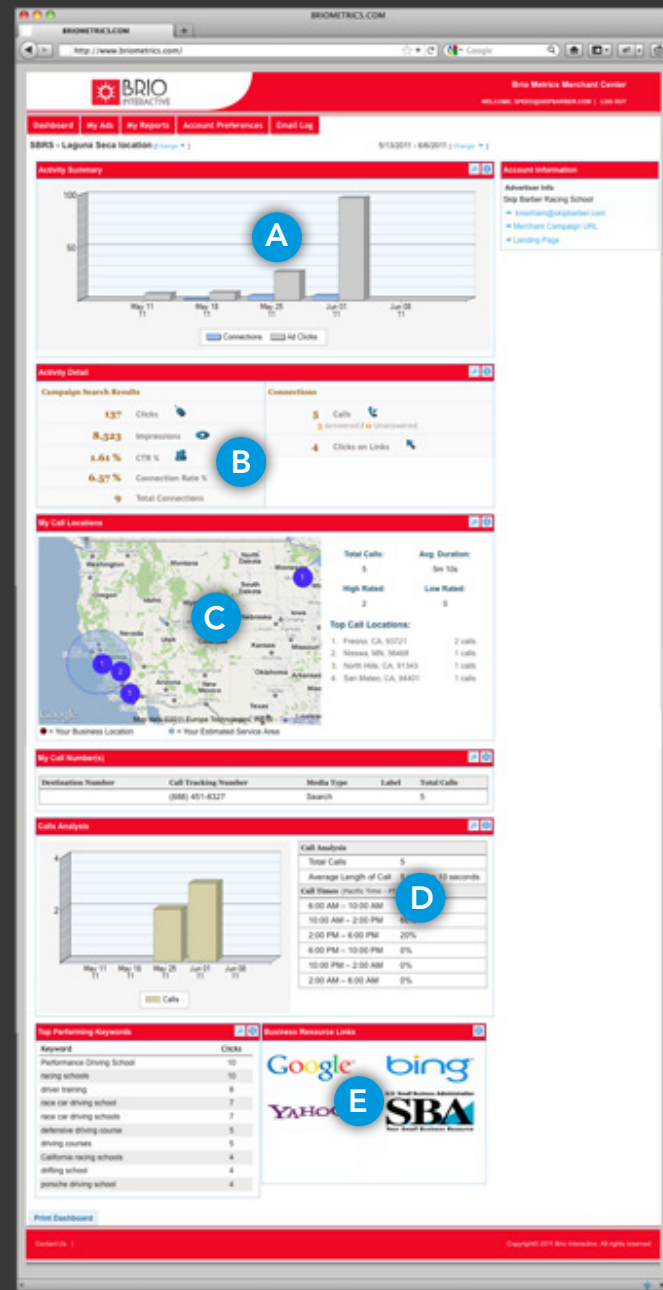
Displays the number of calls, missed calls, and voice mails you receive from your campaign.

## D. CALL TRACKING DETAIL

Get greater insight into the calls generated by your campaign by listening to call recordings, viewing the name of the caller, and knowing the date, time, and duration of each call.

## E. TOP PERFORMING KEYWORDS

Lists your campaign's top performing keywords, offering valuable insight into the success of your campaign.

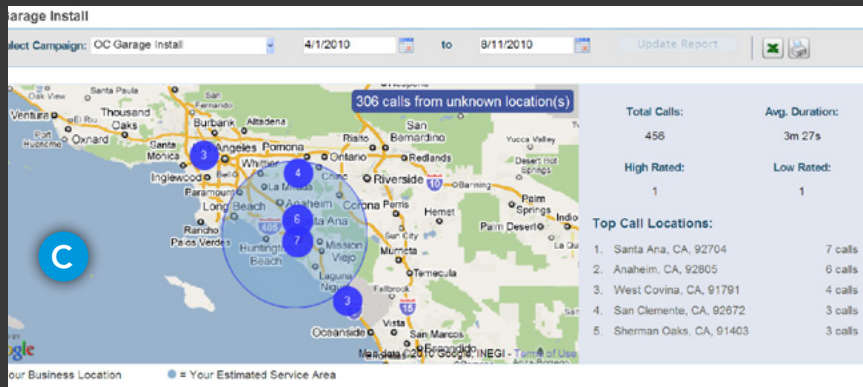


# CALL CENTER FEATURES

We know how important a call is to a business owner. The BrioMetrics dashboard offers a full suite of features designed to ensure that you never miss a single call. Record, play-back, analyze and grade each call with ease.

Calls from : (925) 478-3137 Rings to: (925) 933-3610      Media: Search      Label:      Showing : All Calls

Time	Duration	Answered	Number	Name	Location	Recording	Action	Rate
11:10 PM	39s	Yes	(512) 358-7896	Roark Howard	Eugene, OR		Remove	
5:52 PM	2m 2s	Yes	(925) 708-3100	Cell Phone CA	Spokane, WA		Remove	
8:34 AM	1m 7s	Yes	(214) 281-8538	Dallas TX	Ilwaco, WA 98631		Remove	
9:23 AM	56s	Yes	(214) 281-8538	Dallas TX	Ilwaco, WA 98631		Remove	



Blocked Numbers (2)

Blocked Numbers (1)

Number	Date Blocked	Date of Last Call	Call Location	Number of Calls	Action
555-0167	8/5/2010	7/28/2010	Costa Mesa, CA, 92627	2	Unblock

Excluded Numbers (1)

Number	Date Excluded	Date of Last Call	Call Location	Number of Calls	Action
555-5048	8/5/2010	7/28/2010	Anaheim, CA, 92804	1	Include

## A. CALL GRADING

Easily grade specific calls as “Thumbs Up” or “Thumbs Down” to better measure the quality of your new customer leads.

## B. CALL EXCLUSION

Better analyze the effectiveness of your campaign by easily removing unwanted calls from your reports.

## C. CALL MAPPING

Use interactive maps to identify where your best new customer leads are coming from, then adjust your campaign to better target those areas and improve your results.

## D. CALL BLOCKING

Prevent unwanted callers, such as solicitors, from calling inbound sales lines by blocking their phone numbers. Block and unblock callers at will without losing call history.

# THANK YOU.

We look forward to the opportunity to serve your business' PPC needs. To schedule a live demo of the BrioMetrics system or for any other questions you may have, feel free to contact us using any of the contact information below.

Thanks,  
The BrioMetrics team at Brio Interactive

**SALES AND GENERAL PRODUCT INQUIRIES:**

Phone: (646) 820.BRIO

Email: [briometrics@briointeractive.com](mailto:briometrics@briointeractive.com)

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