

**OUTREACH SERVICES**

Media Planning, Negotiation & Management  
 Virtual and Interstitial Networks  
 Emerging Media  
 Measurement and Analytics

**CREATIVE SERVICES**

Interactive Marketing Strategy  
 Rich Media Advertising  
 SEO and PPC Management

**TECHNOLOGY SERVICES**

Inquiry Validation Services  
 Closed Loop Lead Tracking  
 Data Quality Assessment & Integration

## Deliver Performance Based Online Media Campaigns

Performance media is full of variables that are difficult to predict and control. That's why Enversa builds every campaign with measures in place to account for such variables. We gauge campaign results on quality consumer connections – not just clicks.

**ONLINE CONSUMER ACQUISITION – INDUSTRY CHALLENGES**

- Uncertain methods being used to generate inquiries/data
- Little to no control of sites featuring your brand
- Porous agreements that don't account for high quality control
- Little to no recourse on inquiry/data reconciliation
- No compliance or risk aversion measures to account for black hat practices
- No vendor accountability, cost recovery or cost containment
- Optimization opportunities are minimal
- No scientific certainty of inquiry/data value
- No control over brokering, resulting in a fragmented marketplace and diminished value
- Uncertainty that brand guidelines are being met

**THE ENVERSA PROCESS**

Enversa has created services that take the risk and work out of scoping, vetting, reviewing, delivering, managing compliance, optimization and reconciliation without adding additional expense.


**Ad Networks**

**Major Publishers**

**Exchange and Aggregators**

**Data Providers**

**WHY ENVERSA?**

Whether you need to drive trial and new customer sign-up, scale an inside sales department or build a large response rich customer database, Enversa will achieve your results. We work within your budget while meeting or exceeding your quality standards. Our turn-key solution extends across mobile, display, search and event marketing channels.

We know each vendors' capability in mobile, online media networks, media publishing platforms, exchanges, aggregators and data providers. We use two proprietary software systems to RFP client campaigns and purchase media on a reverse auction platform. This creates a competitive marketplace that drives down costs and increases ROI. Enversa employs compliance investigators to manage quality and adherence to brand guidelines and monitor your campaigns on a daily basis. Our cost per inquiry is typically 70% less than traditional media.

**It's Just Smart Business.**

**If you'd like to discuss how Enversa can help you achieve your acquisition goals, contact Jennifer Duman at 214 580-4464.**