

ADQUIRE AGENT

For publishers who seek additional monetization opportunities and want to offer their readers relevant, engaging offers and promotions, AdQuire Agent is the ideal solution. Permission Data's proprietary ad unit for registration page inventory, AdQuire Agent, is designed to easily integrate with a publisher's existing website, and provide effortless revenue with little maintenance on the publisher's part.



TARGETING

Contextual relevance is everything. We help select the right combination of offers and promotions for each user based on what we know about them. And by presenting more relevant offers, your users are more likely to take notice, convert, and generate revenue.

INCREMENTAL REVENUE

With CPM's in the high \$100's, AdQuire Agent provides an incremental source of revenue and greater performance as compared to general display networks and exchanges.

OFFSET MEDIA COSTS

Publishers incur marketing costs to drive traffic, grow page views, build their own email lists, and fuel on-site sweepstakes. By working with AdQuire Agent, publishers can offset these costs, and even drive profits.

COMPLEMENTS INTERNAL SALES EFFORTS

AdQuire Agent doesn't compete with internal sales initiatives. AdQuire Agent can be specifically scoped to ensure internal sales forces don't end up competing with AdQuire Agent monetization.

COMPETITIVE PARITY

AdQuire Agent lets publishers maintain parity with competitors who may also be providing compelling offers and rewards to their readers.

SEAMLESS USER EXPERIENCE

AdQuire Agent inherits the look and feel of a publisher's site and maintains the user experience, working within the existing flow of a visitor's path.

EXCLUDE COMPETITIVE OFFERS

AdQuire Agent provides offers that are non-competitive with a publisher's core business. Competitive offers can be automatically removed.

EASE OF IMPLEMENTATION

AdQuire Agent is easy to implement technically and integrates seamlessly within existing systems and business processes

UTILIZE UNUSED SPACE

AdQuire Agent provides an easy way of fulfilling underutilized ad space on registration and "Thank You" pages in the registration process.



ADQUIRE ACQUISITION MARKETING PLATFORM

AdQuire Agent is a product of the AdQuire Acquisition Marketing Platform (AMP), an industry-leading performance marketing solution that provides an easy source of monetization for publishers who want to offer visitors relevant and engaging offers from well-known brands.

ABOUT PERMISSION DATA

Since 2002, Permission Data has been a leader in digital customer acquisition. Leveraging cutting edge technology, deep domain expertise, and a commitment to long term client satisfaction, the company's AdQuire solution has become the Acquisition Marketing Platform (AMP) of choice for over 1,000 of the world's leading brands.

AdQuire AMP offers advertisers a multi-channel performance-based solution for targeting, acquiring, and engaging customers through a broad network of sites.

The AdQuire AMP helps marketers reach their goals, whether they include adding customers to an existing email program, driving digital coupon prints, completing lead forms, or supporting social media campaigns.

Publishers working with Permission Data can provide their readers relevant and engaging offers and promotions from leading national brands, while effortlessly monetizing content. Permission Data is privately held and headquartered in New York City.



212-381-0155



info@permissiondata.com



www.permissiondata.com

