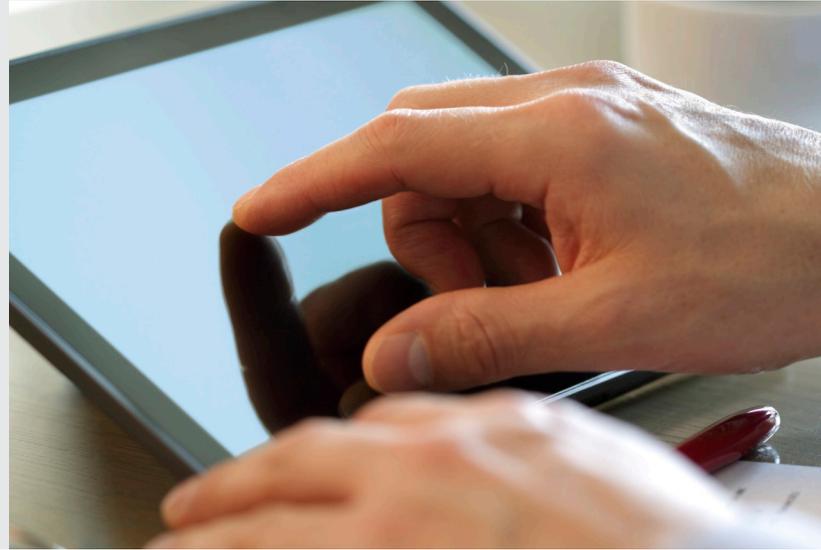


ADQUIRE CONVERT

AdQuire Convert is the solution for performance-driven, results-oriented advertisers who want to leverage display media to generate new leads and signups on a cost per action model. With AdQuire Convert, marketers get a display solution specifically targeted to acquisition marketing.



PERFORMANCE AT SCALE

Unlike regular ad networks, Permission Data's AdQuire Convert is designed from the ground-up as a performance-based network. We offer advertisers performance at scale through Permission Data's extensive network of sites.

ROI-BASED TARGETING

Permission Data's expertise lies in using display specifically for customer acquisition. AdQuire Convert empowers advertisers to buy display media on a cost per action basis, minimizing the risk for advertisers. All actions are recorded using last click attribution on AdQuire Convert, so the advertiser is buying actions, not impressions.

Depending on the advertiser's objectives, we can run various types of action based campaigns on AdQuire Convert - Lead generation, newsletter signups, site registrations, coupon distribution, supporting social media programs, etc

CONTEXTUAL TARGETING

AdQuire Convert doesn't use media from ad exchanges, so your campaigns won't compete with any of your regular ad exchange initiatives. You can use AdQuire Convert specifically to drive additional lead generation.

NATIVE CAPABILITY

AdQuire Convert's network includes an extensive array of performance-based blog and lifestyle sites. If a campaign seeks native placement on a performance basis, Permission Data can work with hundreds of site owners to create advertorial content that is editorially and stylistically in alignment with the site, increasing engagement.

TRUFILTER FORM CHECK

TruFilter Form Check is our proprietary data validation technology that can be added to an AdQuire Convert campaign for data verification on the Advertiser's site

ADQUIRE ACQUISITION MARKETING PLATFORM

AdQuire Convert is a product of the AdQuire Acquisition Marketing Platform (AMP), an industry-leading performance marketing solution that efficiently and accurately finds genuinely engaged customers for leading advertisers.

For marketers and advertisers looking to grow email lists or generate new leads, the AdQuire AMP is backed by industry-leading technology, twelve years' of acquisition marketing industry expertise, and Permission Data's strong commitment to customer satisfaction.



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

