

UBM Electronics | EE Times Optimizer

End-to-end web-based intelligent lead nurturing program. In a matter of weeks, not months.

EE Times Optimizer Intelligent Nurturing System

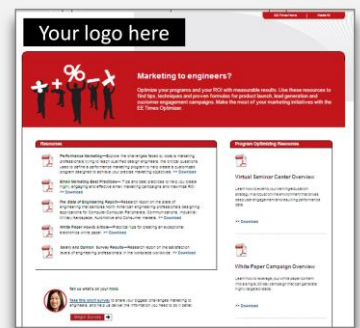
Make more money. In nutshell that's what EE Times Optimizer is all about. We want you to start stacking up sales-ready leads and more revenue opportunity from the moment your customer plugs into our intelligent lead-nurturing system.

The EE Times Optimizer platform, powered by FunnelMojo, is an end-to-end web-based nurturing and qualification system that integrates easily into your existing lead generation programs to drive even better results very quickly. How can we be so sure? Over years of use, it's proven again and again to deliver:

- *Higher response rates* – Engaging in an automated conversation typically shows a response rate of two to three times higher than a static-capture web form. That means for any given cold list, you can get more people willing to respond to your email marketing.
- *Higher quality sales-ready leads* – The gist is that people who are ready to begin a sales discussion give permission or self-identify during the conversation. They consciously say “contact me.” When a sales person calls, conversation is welcomed. Contrast that with cold-calling a scored lead.
- *Quicker, less expensive deployment* – Everything’s included. We help sell the value of you assets and then set everything up and we provide the results and reports. Your high-powered lead nurturing programs are up and running in a few weeks – about the time it takes to read through the manual of those marketing automation behemoths.

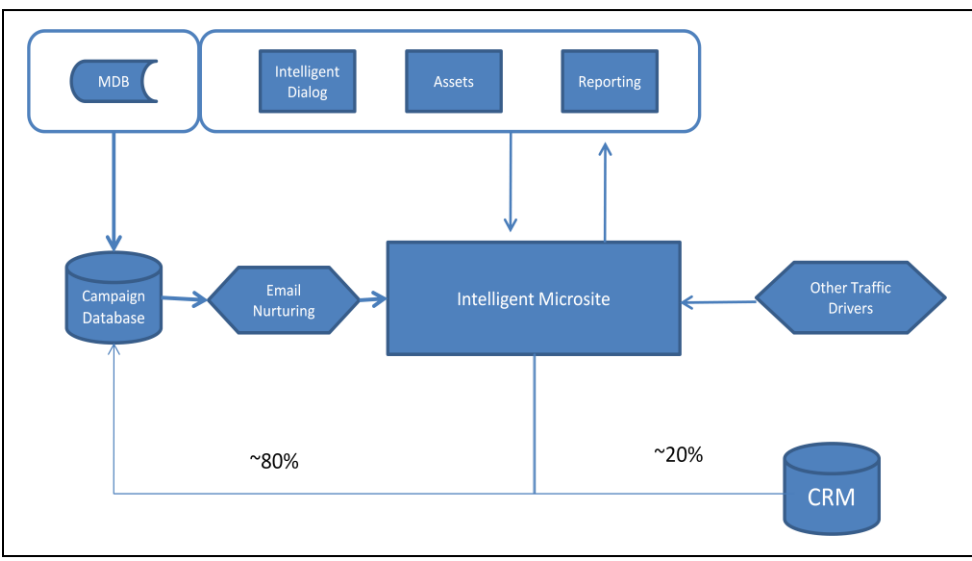
Why Intelligent Nurturing?

- Provide stronger leads to grow revenue for your business
- Help increase your marketing ROI
- Be more competitive



The system – Powerfully powerful. Simply simple

Because pictures are worth a thousand words, here's how the EE Times Optimizer platform works from a high-level.



About UBM Electronics

UBM Electronics, a UBM company, is the global leader in media and marketing services for the electronics industry. Each month more than 2.2 million global electronics industry professionals engage with our online, event and print brands and communities. We serve marketers with targeted, deep and measurable engagement with our audience, and we offer innovative, nextgen marketing services built around industry-leading editorial content.



UBM Electronics | EE Times Optimizer

End-to-end web-based intelligent lead nurturing program. In a matter of weeks, not months.

EE Times Optimizer Package Programs

	What's Included	Price
EE Times Optimizer	<ul style="list-style-type: none"> Discovery Develop Intelligent Dialog Templated Site Design Nurture Email Development Testing Email Development (initial email + 1x nurturing emails per month) Monthly Reporting 	<ul style="list-style-type: none"> \$9,700/month [net] 3 month minimum \$100 per lead additional [net]
Add Ons	What's Included	Price
Traffic Drivers	<ul style="list-style-type: none"> Drive additional visitors to the site above and beyond customer supplied leads/lists: <ul style="list-style-type: none"> list rental Promotional campaign 	<ul style="list-style-type: none"> Available upon request
CRM System integration	<ul style="list-style-type: none"> Reporting can be integrated with client's CRM system 	<ul style="list-style-type: none"> Available upon request
Customized Microsite	<ul style="list-style-type: none"> In place of the templated dialog site, a site can be developed to better reflect your specific objectives 	<ul style="list-style-type: none"> Based on project scoping

Glossary of Terms:

Term	Definition
Contact	People collected by your lead generation programs (aka whitepapers, webinars, etc) who have requested specific information on a company's products or services.
Prospect	In the intelligent nurturing system, a prospect refers to someone who has completed a EE Times Optimizer intelligent dialog but who is not sales ready.
Sales-Ready Lead	Individuals who have completed the intelligent dialog and have self-identified as wanting contact with the company sales team (i.e. have asked for pricing/availability information or have said they are currently specifying and want further information.
Qualified Sales-Ready Lead	Those sales-ready leads that have vetted by the company's marketing team and deemed worthy of sales follow-up; entered in the company's CRM system.
Rejected	Those sales-ready leads that have been vetted by the company's marketing team and deemed unworthy of sales follow-up.

For more information contact **Christian Fahlen, Dir of Media Product Management**, christian.fahlen@ubm.com, 415-947-6623.