



› spacedealer's Target Converter ‹

Target Converter | Intro

It's called the Target Converter because

- it's aimed at a Target Audience
- it's created as part of a complete Marketing Strategy
- it's designed to convert Leads into Sales

The Target Converter kills two Marketing birds with one stone:

Efficiency: improved Conversion Rates
by engaging the user in a Chain of Communication

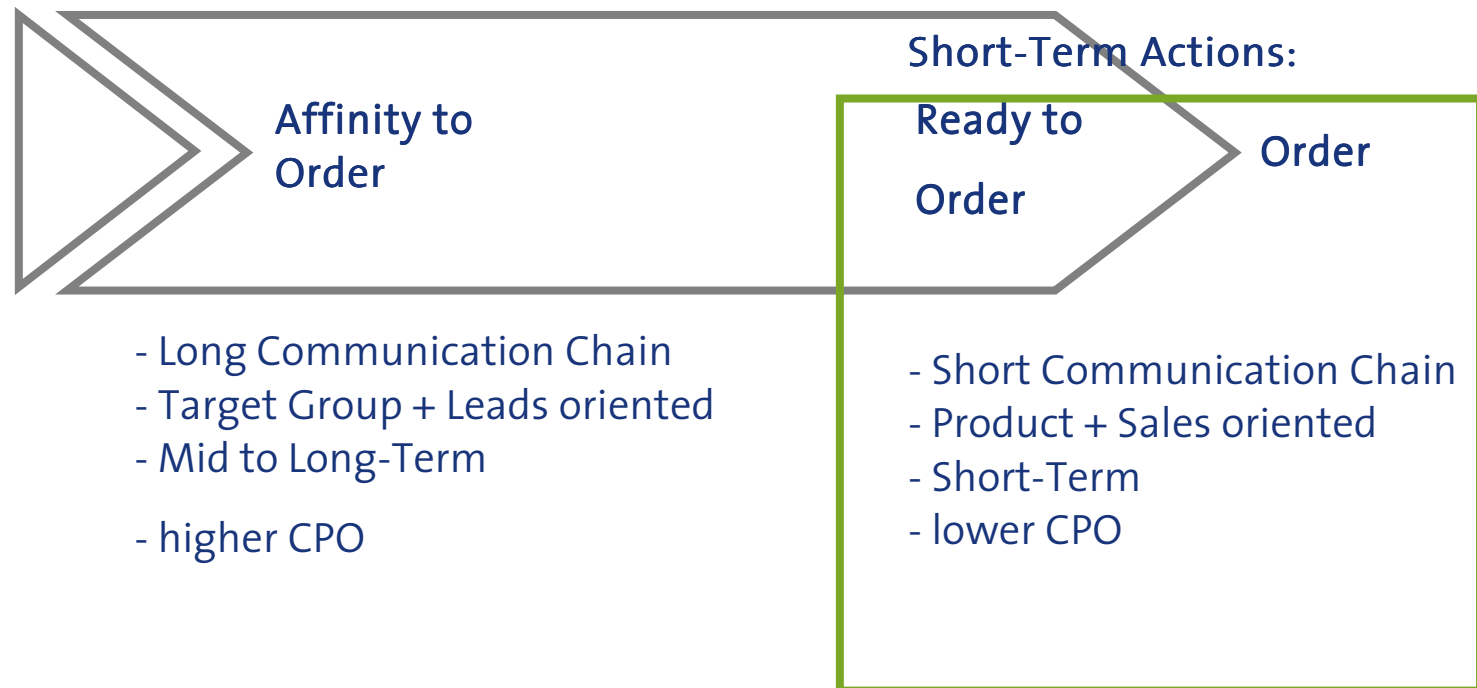
Performance: Reductions in costs and effort
by updating the entire Communication Chain in realtime

Target Converter | Range of Use

The Company's Target Group users are found in different stages of the Buying Process. Therefore they should be treated differently.

Target Group in Buying Process:

- Target Group 1
- Target Group 2
- Target Group 3
- Target Group 4



Marketing in the
Buying Process:

- Long Communication Chain
- Target Group + Leads oriented
- Mid to Long-Term
- higher CPO

Short-Term Actions:

Ready to
Order

Order

- Short Communication Chain
- Product + Sales oriented
- Short-Term
- lower CPO

The Target Converter is an instrument

- for order-ready consumers
- for fast-turnaround Sales Actions

Target Converter | Effective Communication Chain

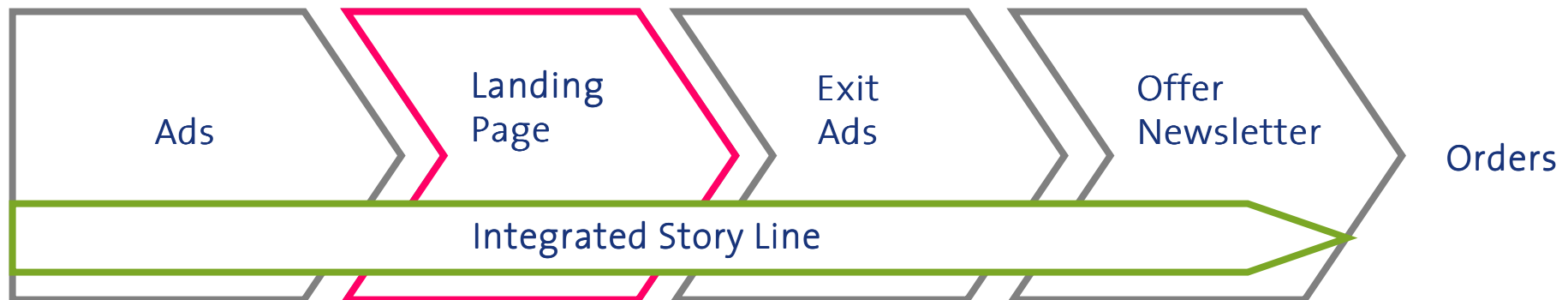
The Basis for a low Campaign CPO is a high Conversion Rate.

The key to a high Conversion Rate is

- Relevant User Communication (Targeting)
- Deepening and Sharpening of User Interests (Landing)

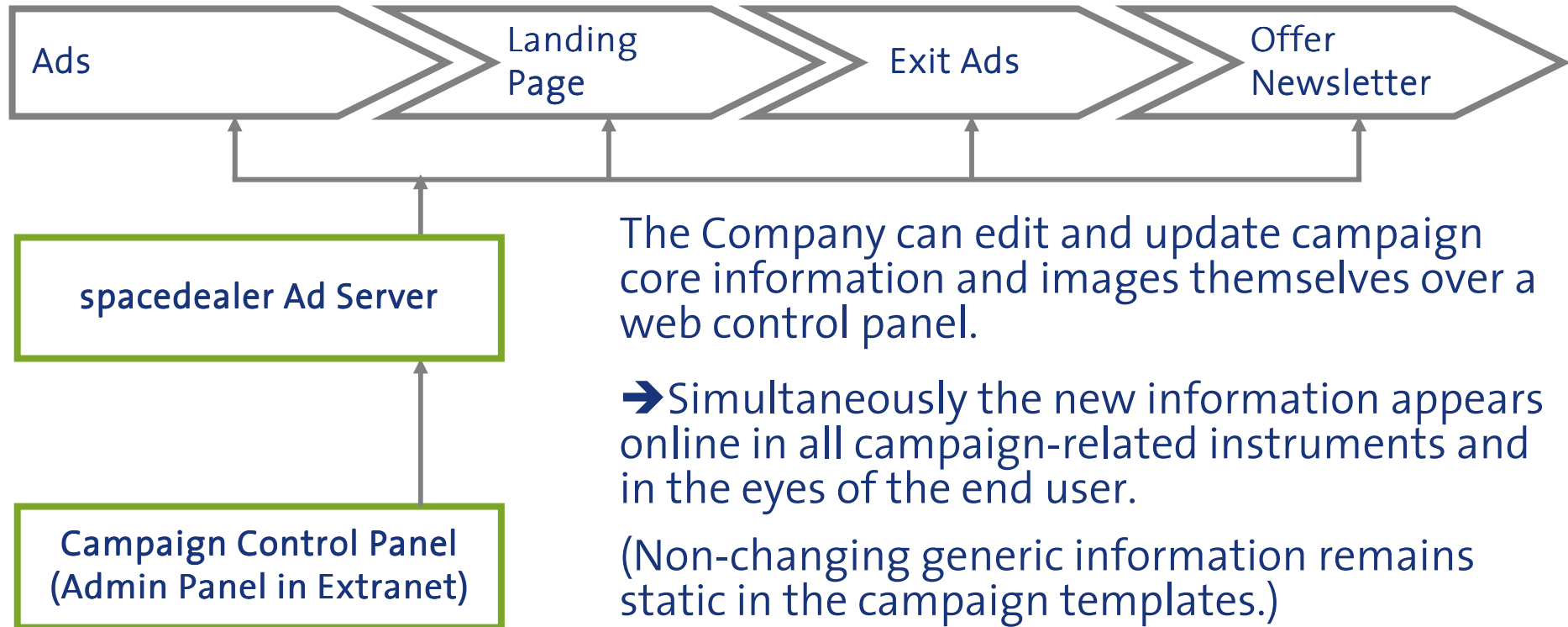
An Ad does not create conversions by itself. Because of this, we recommend a network or chain of marketing materials having related content:

Communication Chain in an integrated Online Campaign:



- > Control over all Conversion Sources (especially the Landing Page)
- > Maximal Conversions through Integrated Communication Chain

Target Converter | Cost-Effective Steering in Realtime



- > Short-Term, Spontaneous Marketing Goals can be efficiently advertised
- > No subsequent start-up time; minimal effort required; low CPO
- > Success Analysis & CPO Optimzation throughout the entire Communication Chain

› Contact ‹

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