

Rapid Campaign Deployment Through Blueprints

MindFireInc's flagship product, LookWho'sClicking, is a web-based service that is best known for its support of Personalized URLs and VIP Landing Pages – but that's not all it does!

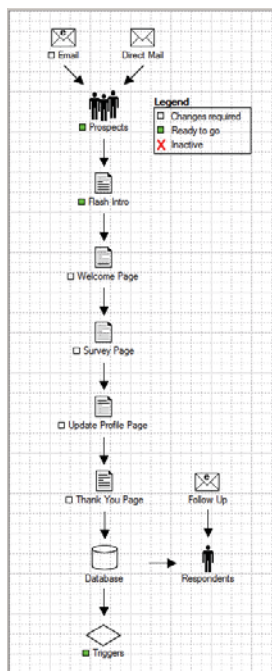
LookWho'sClicking comes complete with four "Campaign Blueprints" – templated workflows that embody key marketing best practices. They allow you to implement campaigns quickly and cost effectively.

Every blueprint includes the same back-end features:

- Automated follow-up emails to respondents
- Automated lead distribution via email or PDA
- Tracking of web activity and survey results
- Marketing manager login to real-time Campaign Dashboard



On the front-end, each Blueprint addresses a unique marketing need and presents a different workflow to the target audience...



Attract Blueprint

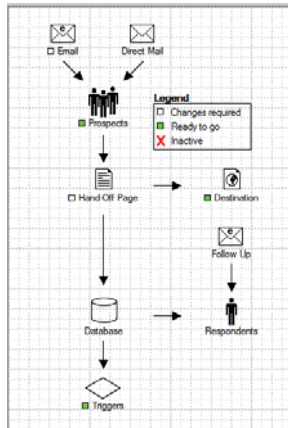
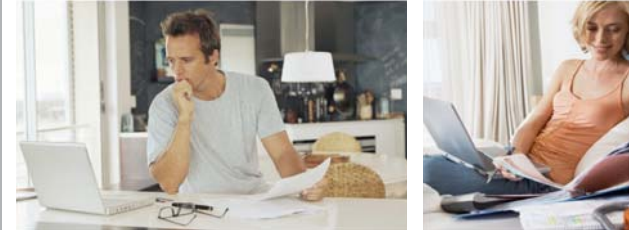
Common Usage: Lead generation via direct mail or email

Supports Personalized URLs: Yes

Up to 5 distinct pages and triggered follow-up email allow for an in-depth on-line interaction with respondents. A questionnaire allows for even more personalization on later pages and follow-up communication.

For More Information:
 877.560.3473
www.mindfireinc.com

Better Results. Better Measurement. Better Business.

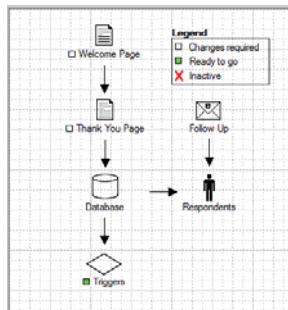


Hand Off Blueprint

Common Usage: Capture web visitors for hand off to another system like a corporate web site or registration system that does not support Personalized URLs.

Supports Personalized URLs: Yes

A “thinner” version of the Attract Blueprint, Hand Off includes just one landing page, tracks the visit, then links to the appropriate destination. Sometimes used in front of several Attract campaigns to further segment the audience.



Click Capture Blueprint

Common Usage: Track and improve conversion of Pay-Per-Click search engine advertising.

Supports Personalized URLs: No

Based on the search engine keyword entered, a landing page template is populated with relevant information, thus engaging each visitor longer. Multiple keywords can be supported and tracked in one campaign. Click Capture converts people that you don't know into people that you do!

Remember!

Automated follow-up, lead distribution and real-time tracking come with every LookWho'sClicking Blueprint.

Attract Express Blueprint (Same workflow as Click Capture)

Common Usage: Track off-line or on-line mass media like radio or print ads.

Supports Personalized URLs: No

Similar to Click Capture, but instead of keywords driving content, Attract Express offers survey questions on the first page to drive relevant content on the second.