

Less Risk. Greater Reward.

Performance Based Marketing

**For Marketing That Gets Results,
Call SendTraffic Today!**

We deliver:

- Traffic
- Leads
- Sales
- Compelling content
- Qualified data
- Real-time analysis
- Custom creatives

Nobody does it better than SendTraffic.

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 **sendtraffic**
sending business forward...

&

TRAFFIX INC.

Online Marketing's Powerhouse Team



 **sendtraffic**
sending business forward...

Who We Are...

SendTraffic, founded in 1999, a division of Traffix, Inc. (NASDAQ:TRFX) is a full service interactive marketing firm specializing in Search Engine Marketing, Lead Generation and Targeted Vertical Marketing. Our people, experience and proprietary technologies make SendTraffic the leader in SEM.

The Leader In Search Engine Marketing:

- SEM Strategies Including Flat **CPC & CPA Modeling**
- Online Media Buying
- CPCPoint™ Proprietary XML Inclusion Feed
- Featured Site Positions
- Co-Branded Search Campaigns

Drive Traffic. Generate Leads. Increase Sales:

Traffix, one of the Internet's most prolific web and email marketing companies ever.

Featuring:

- Over 20,000,000 unique visitors per month
- Over 1,000,000 bona fide registrations and data-rich surveys per month
- 500,000 leads generated a month

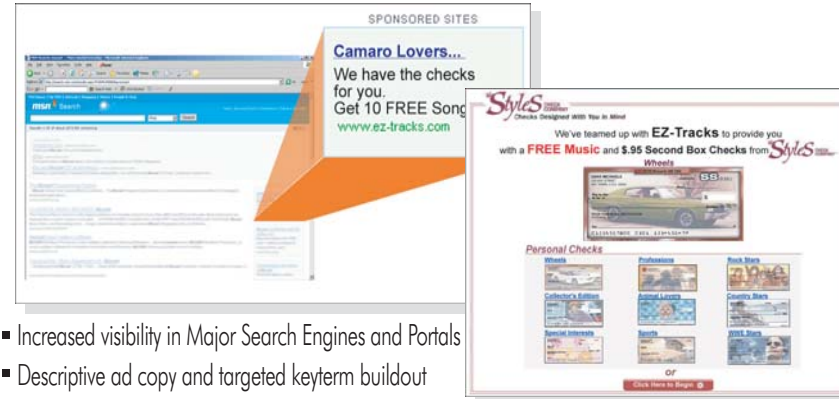
The Leader In Targeted Vertical Marketing:

- Music
- Education
- Insurance
- Consumer Goods
- Home & Travel

What We Do...

We leverage the power of Search to drive the highest "qualified" users to your website.

Driving Search for Performance



- Increased visibility in Major Search Engines and Portals
- Descriptive ad copy and targeted keyterm buildout
- Full Creative Services

Guarantee Your ROI



Marketing **DASHBOARD™** Smartbids:

- Full bid management system
- Real time ROI reporting
- Change Bids based on CPA goals

Our Qualifications

"SendTraffic.com, Inc. offers a robust suite of tools and expertise to guide search marketing campaigns efficiently and effectively."

Dan Boberg - Overture Director, Strategic Alliances



What We Can Do For You...

Let our suite of services and experience grow your revenues and maximize profits.

Leverage our search powered network:

- RecipeRewards - 30,000 brand name recipes
- EZ-Tracks - Music downloads - 40,000 +
- Music of Faith - Audio Bible
- iMatchup - Personals and romance
- LoveFreeGames - Online gaming



Can we integrate your offer into a Traffix campaign or survey?

Just say the word - and we'll quickly integrate your program or offer into a proven Traffix campaign or website. Or, maybe you just want a question or two answered in a survey. We can do that too.

Whether you want to attract new business and increase conversions, or just want an online survey to generate leads and gather up-to-the-minute marketing data, Traffix makes it quick and easy. With our complete in-house development team and creative staff, we can custom-build compelling, cutting-edge web content, banner ads, surveys, and email programs that get results for YOU.

Learn more... 1.866.4.TRAFFIC