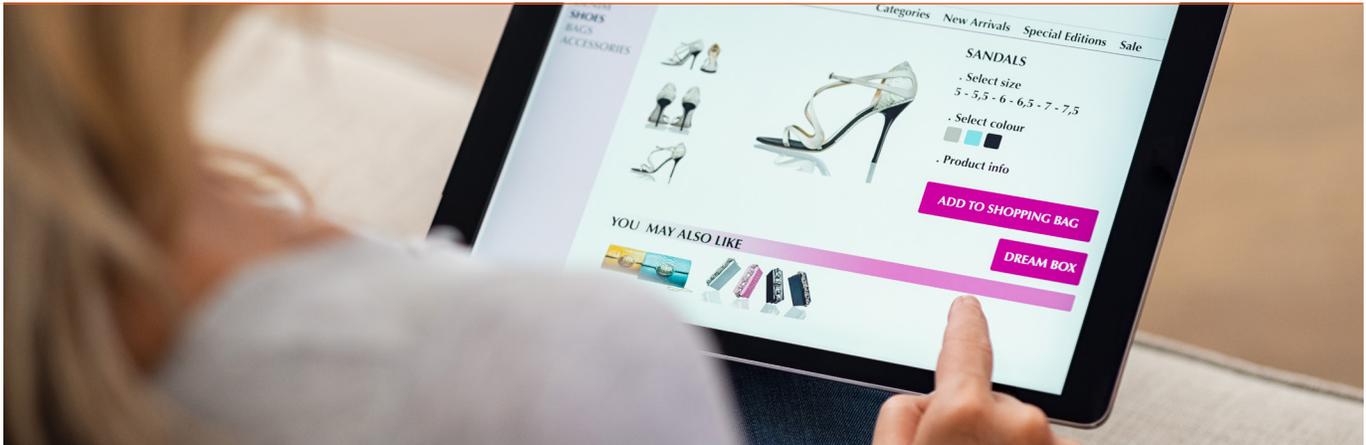


UDX-Leads

BY RESPONSORY



WHO'S ON YOUR SITE RIGHT NOW?

Each day, Responsory's multichannel marketing programs are pinpointing and reaching tens of thousands of our clients' prospects. One of the most powerful tools in our toolbox is the UDX-Leads technology. Powered by Semcasting data (265 million individuals, 23 million businesses, and over 170 million devices in the U.S. and Canada), UDX-Leads empowers us to turn our client's website and landing page visitors into a person or business, enhanced with a powerful core set of demographics.

- ✓ Turn anonymous website visitors into named leads
- ✓ Automatically turn leads into online advertising
- ✓ Build your own custom mailing lists
- ✓ Retarget pre-qualified visitors with custom messaging
- ✓ Support sales reps and call centers with next-day leads
- ✓ Segment messaging to relevant buy info

HERE'S HOW IT WORKS:



1. You have a website
Anonymous users visit it daily.



2. You want to collect information
about those anonymous visitors.



3. So you can reach out to them
with more information.



4. We provide a Site Visitor
Attribution (SVA) tag to
place on your website.



5. The tag collects the IP and device
information for each individual
visitor and the pages they go to on
your website.



6. We match that traffic to household
or business information contained
in Semcasting's proprietary
Smart Zones database.*

* When a match is made, each match is scored for its accuracy. A Confidence Factor is assigned through the UDX-Leads workflow based on a series of criteria that determines whether the IP is a Direct, Indirect or Shared Match to a household or business.



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LET'S GET STARTED

UDX-Leads is a machine learning and artificial intelligence platform that gets smarter and smarter over time. Can you afford to waste another day NOT capturing the identities of your website visitors? Let's get started today.

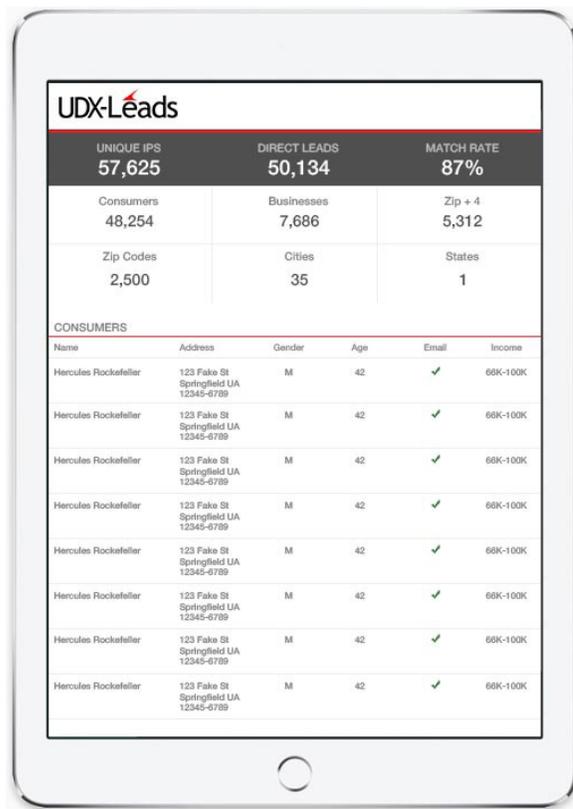
[REQUEST YOUR SVA TAG NOW.](#)

We'll analyze your website traffic for up to 30 days at no charge. This will allow us to determine typical traffic volume and the match rate for your visitor data. We typically see match rates that range from 60 to 80 percent or higher.

Then, the reporting begins. You'll receive summary reports via email in addition to csv files based on the reporting frequency set-up for your account.

FEE STRUCTURE

SVA Tag	No Charge
30-day Traffic Analysis	No Charge
Account & Reporting Set-up	\$1,500
Daily Leads Report Emailed as csv file.	\$649.00/month for first 1,000 matched records
FTP or other file delivery options may be available. Additional fees may apply.	\$45/thousand records beyond first 1,000 matched records per month



FIRST STEP'S FIRST

Contact your Responsory rep to request an SVA tag for your website. Or, call **262.782.2750** or email info@responsory.com.

The UDX-Leads Real Clear Privacy

The personal privacy of the individual is something that we take seriously. In order to be perfectly clear and transparent about our privacy policy and how the UDX-Leads platform addresses and complies with industry privacy guidelines, goals, and objectives, we have outlined those policies in the context of the service that UDX-Leads performs.

The Basics

UDX-Leads is designed to identify qualified leads for use in CRM platforms, Account-Based Marketing programs, and Direct Mail marketing campaigns.

UDX-Leads is providing you a Direct Mail List.

The direct mail lists that UDX-Leads provides is the result of a matching process to the Semcasting compiled database of postal addresses for U.S. and Canadian residents and businesses. This compiled database was created from publicly available sources and complies with all terms and conditions for proper marketing usage detailed by the Direct Marketing Association. Our direct mail lists are updated regularly through CASS Certification and the National Change of Address database.

Direct Mail lists are commonly enhanced with emails (for consumers with user permission), phone numbers (for businesses), household demographics, business size and industry classifications. UDX-Leads provides these enhancements as an option to the site owner.

The Process

UDX-Leads executes a patented matching process that starts with a user's visit to a website. The tagging you put in place is a "pixel tag" which simply collects the IP Address, Time of Day, and URL of the page visited. A pixel tag is similar to an ad tag or a Google Analytics tag that simply collects anonymous data about an anonymous user's interaction with the site.

We are not setting any cookies or collecting personal information from site visitors.

The pixel information only exists within the secure environment of the UDX-Leads system. UDX-Leads is in a cloud environment that is certified for data handling compliance for rigorous standards, including HIPAA compliant, PCI compliant, ISO 27000 and SSAE 16 SOC II certified.

In online advertising campaigns it is common to place a pixel tag for purposes of retargeting based on viewing or clicking an advertisement. Site Analytics and Search Engine Optimization programs from Google, any number of Ad Servers, and Demand Side Platforms also place tags.

In addition, it is common for a marketer or agency (on behalf of their client) to use a CRM file, product owners' licensed or rented postal lists and emails as a starting point for building an audience. These lists go through a process of onboarding that includes turning an address or email into a digital ID.

Facebook, Google and Third Party providers support address and email matching to Digital IDs through Onboarding services. Consistent with these services, UDX-Leads complies with the terms and conditions of the Internet Advertising Bureau (IAB) Code of Conduct.

Opting Out of UDX-Leads

Guidelines from the FTC and the IAB recommend that site visitors to your site have the ability to Opt-Out of any data collection that might be taking place on your site. This could include Google Analytics, Ad Server tagging, or UDX-Leads. A mechanism for Opt-Out is recommended.



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