Subject: Increasing Daily Revenue: Tim’s Action Plan

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Date: Mon, 7 Mar 2005 12:58:04 -0500
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From Tim:

What I am doing right now:

- Add as many CPA campaigns as possible.
- Drop CPA campaigns that aren’t performing well
- Also have spyware remover coming on as a CPA which could be really good.

This should be live today.

Building out coupon site.
Rick is going to be doing this as priority #2 to the BSP.

We just put an ad on Craigslist for an intern to help out as well.

Using Super Targeting to help max out current clients by adding in crap and then giving them love at the same time to minimize the performance drop.

We could try:

- Launching campaigns on MarketMaker, Exact, Armada, etc.
  This will certainly hurt our current campaigns but could get us extra revenue short term.
- Email for certain clients like ancestry, and other top performers.
- Super Targeting many of our existing clients.
  This will certainly hurt our current campaigns but could get us extra revenue short term.

Assuming that BSP is working getting those hosted on affiliate sites ASAP.
Also we should start buying inventory on other networks for this as well. If these offers are ones that aren’t flooded
in the affiliate world already we would be the only ones bringing it to the networks which should allow us to
be able to launch them.

The thing that has prevented us from doing this already is that the big players already have the offers
direct.

Things that are out of my control but might help:

- Making sure that campaigns running downstairs are not running at lower ECPMs than what we could sell
  the traffic for.
- Checking CPA campaigns for Bill would be a good place to start.
- Killing wasteful campaigns and making sure that they are not cherry picking their targets without paying an
  absolute maximum for it.

This in my opinion is why we have so much RON volume.
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