

EXHIBIT 43

FW: client segmentation

Subject: FW: client segmentation
From: Joshua Abram <josh@direct-revenue.com>
Date: Tue, 07 Jun 2005 08:25:58 -0400
To: Deven Parekh <DParekh@insightpartners.com>

Interesting segmentation.

The directmarketer piece, I would bet, mirrors cable TV.

J

----- Forwarded Message

From: w a y n e CHAVEZ <wayne@sohodigital.net>
Date: Mon, 6 Jun 2005 14:47:39 -0400
To: 'Jean Philippe Maheu' <jpmaheu@direct-revenue.com>, 'Alan Murray' <amurray@direct-revenue.com>, 'Joshua Abram' <josh@direct-revenue.com>
Cc: 'Gisella Walter' <gisella@sohodigital.net>, 'Bill Stanton' <bill@sohodigital.net>, 'Jesse Stein' <jesse@sohodigital.net>, 'Paul Nute' <paul@sohodigital.net>, <jengroff@direct-revenue.com>
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JP,

Attached is our first pass at segmenting our advertiser base and pipeline (past and future).

High level is:

SOHO CLIENT HIERARCHY **YTD Revenues** **% YTD Revenues** **Clients**

(1) Agency \$2,457,972.33 28.8% Avenue A (Chase), Beyond (Cheaptickets), OMD (United Airlines)

(2) Big Brand \$15,236.91 0.2% Discover Card, Dex Media

(3) Internet Brand \$1,622,905.74 19.0% Priceline, Monster, Hotwire, Tickle

(4) Upmarket Direct Marketer \$855,819.19 10.0% Flowers Across America, Trip Reservations, TracFone,

American Singles

(5) Downmarket Direct Marketer \$3,147,596.36 36.9% Error Guard, Software Online, Spam Extract, Party Poker,

Friend Finder Adult

(6) Broker \$424,243.74 5.0% AdNetwork, Right Media, Azoogoo

\$8,523,774.27 100%

We have decided to segment in order of perceived va

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