



Performance Marketing Group Forges New Territory

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Cole & Weber United has many fields of expertise, one of which is direct response online advertising – or as we like to call it, performance marketing. Our new Performance Marketing Group (PMG) finds customers through innovative creative work, tactical account planning, strategic media placement, data analysis and proprietary in-house technology. Being that we're in a creative industry, we've even invented a new way of billing. The PMG is the purest form of agency accountability. We operate strictly through cost-per-lead or cost-per-acquisition models; therefore, our compensation is directly tied to our clients' success—we get paid only if you get results. Lucky for us we specialize in lead generation through online advertising, utilizing media such as Web banners, search engines, rich media, email, affiliate marketing, incentive placements, sweepstakes and content sponsorships. Within this unique billing structure, the PMG typically shoulders strategic planning, creative execution, media and optimization costs prior to the client spending a dime. Our in-house team, comprised of account and project managers, creatives, and technology and media services, then captures and validates lead information according to client needs. Next we provide that information, for a fee, to our clients, who only pay for qualified leads or

customers. In short, we provide our clients with customers. Using this system we've been able to generate almost 1 million qualified leads a year. Impressed? The University of Phoenix sure is. UoP decided to take advantage of the PMG's wealth of experience in the online education segment more than seven years ago. Since then Cole & Weber United has helped make UoP the CPL (cost-per-lead) market leader in their segment. In doing so, we've become one of the top three lead producers for UoP, and have been for the last five years. We produce quantity and quality in terms of leads, meaning higher volumes and profits for our media partners. We also represent 15 of the nation's top online educators, and even manage our own online education portals: www.therightdegree.com and www.degreereview.com. 