Relevantor™

Website Visitors
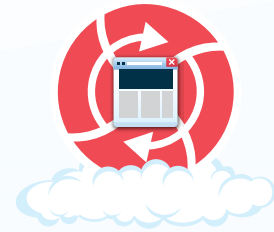
Relevantor™ Engine

Relevant Content

Relevantor™ is a groundbreaking new service that can transform your web presence by displaying the most relevant content available to each and every visitor to your website. With Relevantor, rather than bouncing off of your site due to disinterest, your visitors will be immediately drawn to information that they find most relevant to their interests, location, time of day, search terms, previous visits, and other criteria that you determine. You remain in control of your site, your content, and how it is delivered; Relevantor enables you to optimize your content, thus having a greater impact on your target audience, no matter who or where they are.

Who Can Benefit From Relevantor™?

Do you have a website and a desire to see it thrive? Do you wish you could make the most of the traffic your site is receiving? If so, you can benefit from Relevantor's highly effective content optimization solution. Here's how:

● Businesses

If you're a business with an online presence and a diverse product line, you can decide which items to display to each visitor based on organic keywords used, geographical location, previous visits, and much more. They'll see the content intended for them instantly, even if they've never been to your site before.

● eMarketers

Whether you sell your own products or services or provide e-marketing solutions to others, Relevantor can improve your results by presenting the most relevant products and information to the site's visitors. Furthermore, with Relevantor, you can "A/B test" the same visitor and use the results to show him the version he engages with the most.
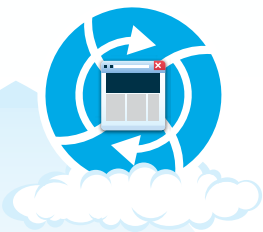
● Individuals

If you're an individual with a start-up blog or website using affiliate links and ads, Relevantor can quickly increase your commissions. Rather than guessing what display ads and links will generate more revenue, use Relevantor to display the most appropriate and effective ads and links to your visitors.

● Non-Profit Organizations

If you're a charity, non-profit, or even political campaign, you can optimize your website's content to each of your visitors based on their region, referring website, search terms used, and more. Whether they're looking for a certain type of assistance, or offering to help, they will find what they're looking for instantly.

These are just a few examples. With Relevantor, the possibilities really are endless!

The Benefits of Relevantor™

● **Decreased Bounce Rate**

It is estimated that 30% of visitors to an average website leave it within seconds because they can't find what they came for. Relevantor was invented to solve this revenue-draining problem. By instantly displaying the most compelling and relevant content to every visitor every time, Relevantor can significantly decrease your bounce rate and keep your visitors engaged longer.

● **Improved ROI**

Spending money (wisely, of course) on display advertising, PPC, retargeting, affiliate marketing, and the like is important, but remember, these tools only succeed in attracting visitors to your site. Relevantor takes the helm once your guests arrive. By using Relevantor, the relevancy of your campaigns will increase, and as a result, so will your ROI.

● **Easy To Set Up**

No programming knowledge is necessary; we take care of that for you. All you do is copy and paste a snippet of code onto each page of your website, log in to your Relevantor control panel, and determine who gets to see what and when. Your website's relevancy will increase immediately. It really is that simple.

● **Cost-Efficient**

Our service remains cost-efficient because it is based on a Pay-Per-Relevantion^SM * system. That means you only pay when our service benefits you. Although Relevantor constantly scans and analyzes the digital footprint of every visitor to your website, you only pay when the service is able to display the intended relevant content, much like Pay-Per-Click models.

The Results of Heightened Relevancy

Increased	Decreased
Conversions	Bounce Rate
Revenue	Revenue Loss
ROI	Ineffective Advertising
Customer Engagement	Customer Apathy

* Relevantion^SM is the action of delivering or displaying relevant content to the visitor.

What Does Relevantor™ Do?

Relevantor acts as a gatekeeper for each entry point on your website, determining the most relevant content to display to each visitor. It's like the greeter at your local superstore, immediately pointing customers to exactly what they're looking for. Our service is not just for online stores, though. It can work for anybody with a website and a goal to achieve. For instance, a politician's website whose parameters include geographical location will be able to present different (and more effective) "selling points" to his constituents based on where they live. The same holds true for non-profits hoping to offer targeted services to those who need them most. In essence, Relevantor makes sure that your audience—however diverse it may be—sees content that is most closely aligned with their current needs and desires, making your sales and conversions soar.

How Does It Work?

Relevantor works by using a relevant content algorithm that optimizes the impact of your site's content by immediately presenting each visitor—even first-timers—with the most relevant content available. By setting "Relevantion^{SM} Rules" for your website(s), you can decide which content each user sees when they visit your site. Using the visitor's digital footprint, Relevantor will assess certain factors (of your choosing) including visitor location, time of day, keyword search terms, referring websites, previous visits, and other data to determine which content is most relevant to the individual user. The whole process happens automatically and instantly, without slowing down your site or interfering with your content in any way. You remain in control, and your site, along with everything on it, is still all yours—only better! Once the relevant content is displayed, the visitor is much more likely to stay on your site, see what you have to offer, fill out a form, or make a purchase. It's targeted web marketing at its best.

Your website

How Much Does It Cost?

Relevantor™ is not only effective; it's cost-efficient as well. Our pricing structure is based on a Pay-Per-Relevantion™ model. That means you only pay when our service does its job—that is, providing the most relevant content to each of your web guests. We offer multiple monthly packages, all pre-loaded with Relevantions. The bigger the package, the lower the cost per Relevantion. Once your site becomes optimized with our relevancy-enhancing service, you'll start seeing less bounces and abandonments and more conversions, meaning the service will potentially pay for itself! As soon as you select a package and activate the service, your visitors will immediately begin enjoying personalized content. That way, you can keep your site as relevant as possible at all times—effortlessly! And best of all, you determine how much (or how little) you want to spend.
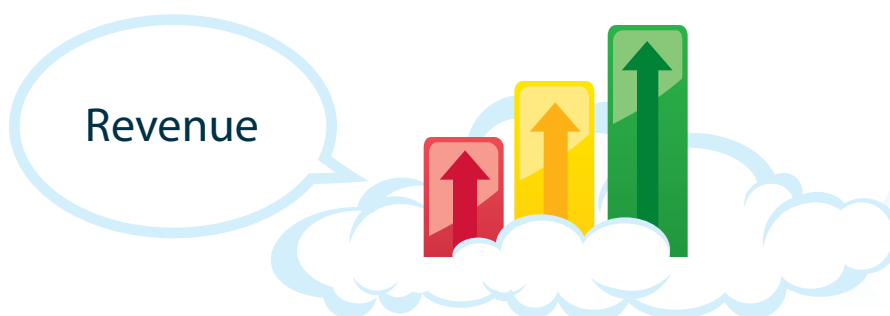
How Do I Sign Up?

Signing up for Relevantor is easy and free. Simply go to www.relevantor.com and register for an account. Within moments, you'll receive a confirmation email with a link to log in and begin adding your website(s).

How Do I Start Using Relevantor™?

Setting up your Relevantor service is quick and easy. Once you've added a website to your account, you'll have access to a unique code to copy onto each page of your site. This is the code that will enable Relevantor to immediately present the most relevant content available to each individual visitor. Simply copy and paste, and then start adding Relevantion™ rules to your account to customize the service, making it even more relevant to your site's specific needs and goals. It's simple, but most importantly, it's effective!

Set yourself apart from the competition by signing up for Relevantor today!

Revenue

Relevantion^{SM} Packages

Our Relevantion* packages put you in control of your website and its success, no matter what type of site you own or what your specific goals are. Each package remains cost-efficient since you only pay for successful Relevantions. That is, Relevantions are only deducted from your account when our algorithm successfully displays optimized content to your online visitor.

Choose your package, and get relevant today!

Our Packages	Basic	Standard	Deluxe Most Popular	Premium	Elite
Monthly Subscription	$49 per month	$99 per month	$249 per month	$499 per month	$999 per month
Relevantions Included	250	750	3,000	15,000	200,000
Additional Relevantions	20¢ each	15¢ each	10¢ each	5¢ each	1¢ each

* **Relevantion**^{SM} is the action Relevantor performs when delivering/presenting relevant content.

Once you choose a package and activate your service, your account will be charged for the subsequent month. Charges will then re-occur on the same day each month to ensure continual service. Any additional Relevantions accrued during the month will be charged during the next billing cycle.

For example, if you choose the Deluxe package on the 12th of January, you will then be charged $249 for 3,000 Relevantions that you can use until February 11th. If you use 200 additional Relevantions that month (for a total of 3,200), you will be charged 10¢ each, making the amount charged on February 12th $269 (i.e. February's monthly subscription fee of $249 plus $20 for January's 200 extra Relevantions at 10¢ each). You are charged for the month ahead plus the extra Relevantions used during the previous month.

Relevantor™

Deliver Relevant Content to Every Online Visitor

www.relevantor.com