



**You supply the product.
We supply the media money!**

It's that simple.

**Increase your media buy ROI!
We re-market to the 75% of your
potential customers that abandon
their online shopping cart.**

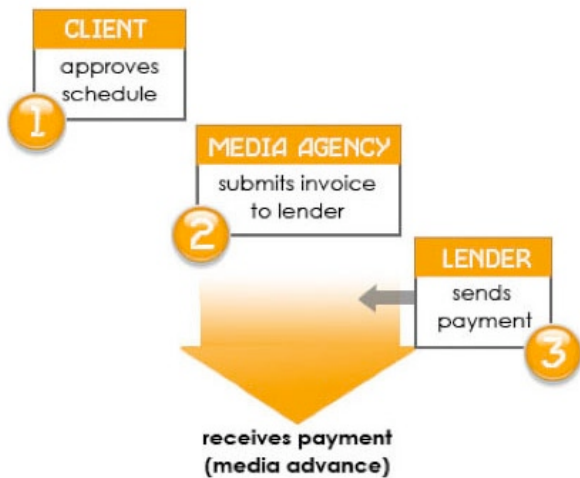
We can convert those losses to sales.



For more information on the NuRevenue Programs
please call 562-434-5500 or
email Brenda at brenda@venturamk.com
www.venturamk.com

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Client Qualifications:

- Has performed at least one of the following tests (with radio, TV, or internet):
 - \$ 7,500 short format
 - \$25,000 long formatdemonstrating a 1:8 MER (MER= Media Earning Ratio) for every dollar of media purchased - \$1.80 is generated in sales
- Revenue must be generated through credit card transactions

NOTE:

If the client has not performed a 1:8 MER yet, let NuRevenue Ecommerce Technology increase your existing marketing campaign. We can supply all the media you need to make your product a success.

Client must provide:

- A copy of the 1:8 MER report
- Total advertising spent during the 1:8 MER period
- Matching report from the payment processor during the same period

Here's how it works!

1. Client Approval

Media Schedule Approval.

Client and Media Agency decide on the appropriate media schedule that best suits the product based on test results and inventory levels.

2. Media Agency Invoices

Invoice the Lender.

The Media Agency submits their invoice for payment of the media buy. The invoice consists of:

- Media approved by the client and lender
- Any fire sales booked since the last invoice
- Credits for scheduled time that was not aired

3. Lender Sends Payment

Media reviewed first.

NuRevenue and the Lender perform a final check of campaign systems and procedures before authorizing payment to the media agency.

Verification process includes:

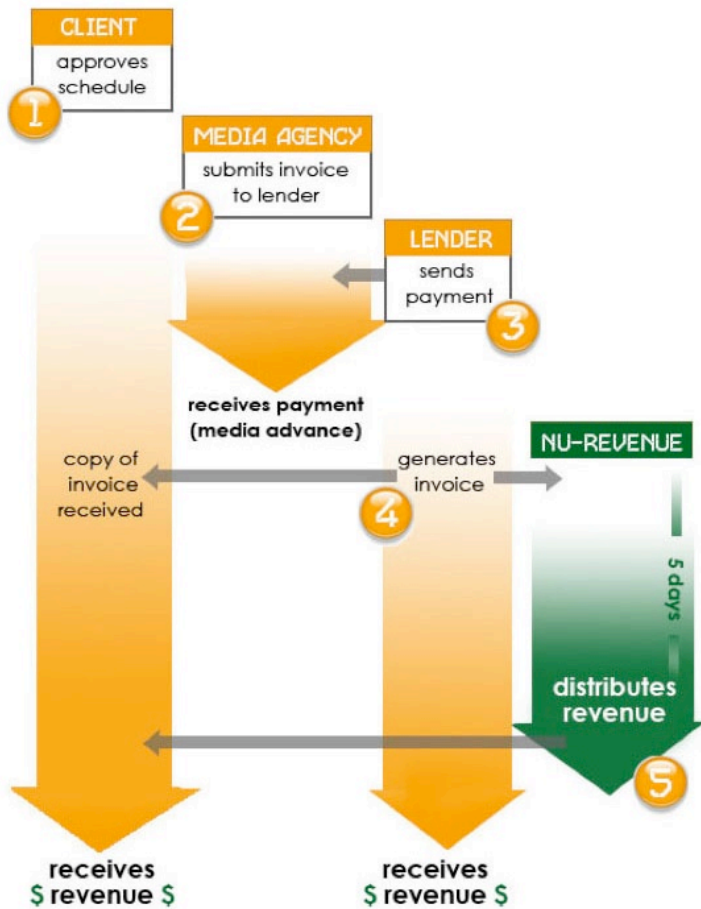
- All telemarketing scripts
- All 800 numbers are live
- Stations have received correct scheduling instructions
- Fulfillment house has sufficient inventory to support anticipated sales volume
- NuRevenue Ecommerce Technology is in place
- Clients website for the campaign is up and available

Payment sent after review.

NuRevenue Ecommerce Technology handles all ecommerce functions until the 1:8 or greater MER is met by the campaign.

The NuRevenue Ecommerce Technology includes:

- Credit card processing
- Shopping cart functions
- Sales report generation
- Automatically remarkets to potential customers who have abandoned the shopping cart process



Increase your media buying opportunities!

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4. Lender Generates Invoice

Weekly invoicing.

Once payment is sent to the media agency, the lender will generate an invoice for the media advance.

Each invoice reflects the gross media buy for the week that was funded.

An invoice is sent to the client.

A copy of the invoice is sent to NuRevenue for the purpose of payment distribution.

5. Revenue Payout

Distribution of Revenue.

Five days after the previously funded week, NuRevenue pays the Lenders invoice including fees as well as NuRevenue's fees. This comes out of the collected retail sales. The balance after fees is transmitted directly to the client.

NOTE:

The client's current chargeback policy is in effect with any credit card transactions.

Fees

NuRevenue Pricing.

NuRevenue is compensated by a percentage of the gross revenue generated.

Our fee includes:

- The cost of media plus media advance
- Our NuRevenue Ecommerce Technology to track every customer whether they complete the purchase or not.

NOTE:

Non-purchasing customers are remarketed

- Processing services including all credit card fees, complete reporting system
- All payment processing for internet and non-internet sales

If you are not reaching the 1:8 MER to start this program... call us! We can get your product to that ratio!

Reclaim your lost online transactions and return those customers to you!

We do all the footwork.



On average, retailer websites convert visitors-to-sales at a rate of 1% to 2%. This means 98% to 99% of the visitors on your website leave without purchasing!

Increase your media buy ROI!
We re-market to the 75% of your potential customers that abandon their online shopping cart.

We can convert those losses to sales.

The NuRevenue Program can turn your lost customers and lost sales from your incomplete online transactions into completed sales.

- We work with all types of transactional or continuity programs on the internet i.e purchase transactions, sign-up transactions
- We create a customized re-targeting campaign that generates additional revenue guaranteed
- We are Pay Per Performance so you only pay for completed sales or sign up transactions
- We do all of the foot work

Industry publications from leading Customer Experience Management (CEM) firms report a 75% average shopping cart abandonment rate for the majority of retailers.

The NuRevenue Program wants to make it easier for customers to find and purchase "abandoned" items.

The NuRevenue Program offers a variety of revenue enhancement programs and services that target customers who did not complete the original sale or sign-up process.

- We target the 75% of customers who did not complete the buying process initially.
- We communicate with these customers and discover why they chose not to purchase.
- We provide agreed upon incentives to get them to purchase now.

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