



Analog Analytics is the leading provider of interactive coupons, discount certificates and the Bigger Better Deal for local publishers and advertisers in any media, including: online interactive, mobile, TV, radio, cable, direct mailers, newsprint, motion pictures and billboards.

More than 850 publishers and 25,000 advertisers use Analog Analytics to increase revenue – in most cases by more than 20% to 30% in 45 days or less. Click-through-rates (CTR's) for our online interactive products range from 2% to 10%, which is more than ten times greater than the national average for display ads.

Our clients include: New York Daily News, Newsday, Post-Newsweek Stations, Advance.net, Entertainment.com, Entercom, Wick, Freedom Interactive, Media News Group, and Local.com, among others.

Analog Analytics offers publishers three products: *digital coupons*, *discount certificates*, and *the Bigger Better Deal*.

### **The Bigger Better Deal:**

The Bigger Better Deal is a deal of the day platform that allows advertisers to offer a great limited-time deal and receive revenue before goods and services are delivered. The Bigger Better Deal is offered to the local community or city as a daily or weekly special that is only good for a limited amount of time. The Bigger Better Deal is promoted by both the publisher and Analog Analytics, using sophisticated marketing technologies such as paid search (SEM), free search (SEO), and email to drive thousands of transactions on a daily basis. Analog Analytics purchases keywords nationwide and then drives traffic to each publisher's local web site. Bigger Better Deal revenue can range from a few thousand dollars to nearly one hundred thousand dollars depending upon the offer and the demographics of each city.

The Bigger Better Deal is offered to advertisers through a local publisher and is available for self-serve only by the publisher.

Features include:

- Daily or weekly timed offering
- Number of offers limited and configurable
- Advertiser defined terms of product or service offering



- Robust reporting and real-time status analytics
- Loyalty points provided back to purchaser through sharing or purchasing
- Integrated email, mobile TXT, and social networking
- Configurable deal terms for publisher and advertiser
- Registration and account maintenance
- Available on a national network in all major cities
- Advanced SEM/SEO/email and affiliate network marketing to drive traffic

### **Coupons:**

Visit <http://sb1.analoganalytics.com/publishers/33/offers> to see the consumer view.

Like all Analog products, the coupon is a highly interactive advertising product that is available for publishers in any media. Each online coupon for example, invites the viewer to immediately interact through print, email, mobile TXT, click-to-call and social networking. In addition, each coupon has self-serve content creation, marketing and analytics. Newspaper publishers and advertisers can create coupons for online interactive, mobile SMS and even their physical newsprint edition from one simple elegant dashboard. Small business advertisers also get opt-in marketing lists that are easy to manage and maintain, all as a result of running coupons.

Online coupons are presented as a hosted iFrame or portal on a publisher's web site. They are also served up as individual ads on any third party ad network, and within business directory listings.

Going to market, successful publishers bundle existing print advertising revenue with interactive display coupons and charge a premium. These publishers also offer display coupons as a standalone product to first time interactive advertisers. Our most sophisticated publishers also create interactive printed coupons in their newsprint publication using a mobile TXT message "call-to-action." This innovative technique makes printed ads interactive, and empowers the publisher to charge a premium for advertisements regardless of declining circulation.

### **Discount Certificates:**

Visit [http://sb1.analoganalytics.com/publishers/wor710/gift\\_certificates](http://sb1.analoganalytics.com/publishers/wor710/gift_certificates) to see the consumer view.

While coupons serve as a discount to purchase a good or service in the future, the discount certificate allows for the instant purchase of the good or service at substantially higher discounts with redemption and fulfillment occurring at some point in the immediate future.

Like the coupon, the online discount certificate is presented as a hosted iFrame or portal on a publisher's web site. They are also served up as individual ads on any third party ad network, and within business directory listings.

Each discount certificate is paid for through a secure transaction site and can be used with PayPal or any major credit card. Consumers are sent a unique, non-transferrable voucher by email from Analog Analytics or the publisher.

Like coupons, the discount certificate portal is available for self-serve by the publisher or advertiser.

Features include:

- Real-time purchase of products or services with PayPal or any credit card
- Self-serve for publishers or advertisers
- Analytics and reporting
- Adjustable fee structures for publishers and advertisers
- Vouchers delivered by email or mobile TXT from publisher or Analog Analytics
- Robust security and maintenance
- Can be provided as a portal, display ad or embedded with the coupon offering
- Integrated email, mobile TXT and social networking