



Advertisers today – particularly small and larger direct-response advertisers – demand proof of performance. ATG's eStara Connections services help media companies maintain and build ad revenue and loyalty by helping advertisers track leads across channels, convert more leads, and guarantee that no lead goes unanswered. Media companies that directly measure the multi-channel impact they have on their advertisers' businesses will prove their value to advertisers, thereby improving advertiser acquisition and retention.

ATG's eStara Connections services help online and offline directory-based media close the loop for advertisers by compelling consumers to take measurable actions, driving leads, and proving campaign ROI. eStara Connections help media companies maintain and build ad revenue and loyalty by helping advertisers track leads across channels, convert more leads, and guarantee that no lead goes unanswered.

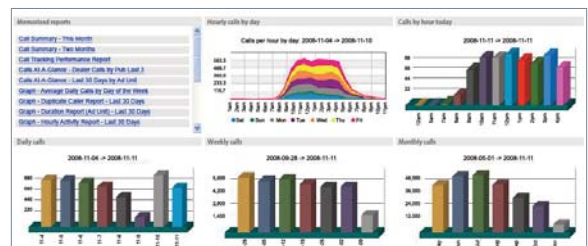
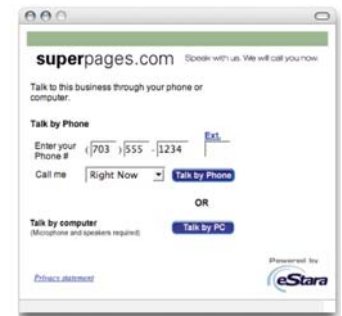
## Call Tracking

eStara Call Tracking helps media companies demonstrate advertising performance across channels by tracking and monitoring all inbound phone leads from each and every ad. Call Tracking customers can affordably assign unique local or toll-free numbers to a client's advertisements to track which inbound calls come from which campaigns. The service can be applied to online or print ads, paid search engine ads, and other types of direct-response advertising such as directory or classified listings. The ROI and cost savings provided by Call Tracking make it a viable solution for both large, national media companies and local businesses alike.

## Click to Call

eStara Click to Call helps generate more actions on online ads and increase voice leads by allowing consumers to connect directly with advertisers via voice calls with a single click. Offered as a clickable button on text, rich media, or video ads, Click to Call allows media companies and interactive marketing firms to give advertisers measurable voice leads directly from online listings, to prove immediate ROI. An affordable online service, Click to Call requires no additional hardware or software and only minor changes to online ad formats, helping to provide near immediate payoff.

Driven by proven VoIP, Click to Call and Call Tracking bring the low cost, reliability, and scalability of VoIP to media companies and interactive marketing firms whose advertisers demand true performance. They also allow media companies to implement entirely new revenue models, such as pay-per-call or pay-per-lead. Through WebCare, ATG's self-service customer portal for eStara services, media companies have real-time access to call provisioning and reporting tools, and to the largest inventory of local and toll-free telephone numbers in the industry.



- Help your advertisers track every in-bound voice lead across channels, convert more leads, and guarantee that no lead goes unanswered.
- Create an engaging, simple cross-channel experience for online consumers who seek to contact advertisers over the phone.
- Translate text or form-based data into a voice call that connects a buyer with the right seller immediately over the phone.
- Enable consumers to send advertiser listing information to friends using SMS, e-mail or fax, or save it to a file, contact list, or Web bookmark.
- Profitably embrace the hottest new ad medium – video – by transforming passive video advertisements into active, revenue-generating leads.
- Enhance online listings with audio clips and add incremental value for premium listings to increase revenues.

## Drive more actions and leads. Automate lead tracking and conversion.

**Call Tracking and Click to Call are complemented by these additional services:**

### Form to Phone:

Speed and timing are critical when a qualified prospect expresses interest. eStara Form to Phone leverages text to speech technology to translate text or form-based data into voice calls, and then routes those calls to the appropriate advertiser. Call recipients can choose to call the lead back immediately, connecting a potential buyer with the right seller immediately over the phone. Lead distribution can be automated based on location or expertise, helping to facilitate dialogue while the consumer is in buying mode. Form to Phone is particularly helpful in situations where success is dependent on hot leads; when buyers are near the end of the purchase funnel, and are looking for specific inventory and local dealers.

### Save & Send:



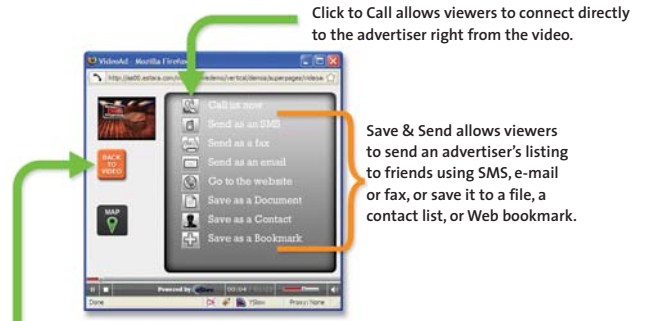
Word of mouth can be an exceptional lead generation vehicle – made even more powerful when you give consumers tools that encourage it. eStara Save & Send enables consumers to send

advertiser listing information to friends using SMS, e-mail or fax, or save it to a file, contact list, or Web bookmark. Save & Send increases the value and ROI for advertisers by widening the universe of consumers exposed to ads, and making it easier and more likely consumers will contact the advertiser at a later date.

### Video Connect:

eStara Video Connect transforms basic Internet video players into multi-channel customer engagement tools that enable consumers to interact with videos and connect directly to the advertisers behind them. With Video Connect, consumers can connect by phone to an advertiser’s business with a single click, save listing information from a video ad as a separate file or Web bookmark, or send the listing to a friend or colleague via SMS, e-mail,

or fax. Consumers can also map an advertiser’s location using Google Maps. A single click within the Video Connect interface exposes this array of engagement options, while another click returns the consumer to the video at any time. The result is that media companies can harness the power of the hottest advertising medium, deliver a premium, value-added service, and also prove measureable actions and performance.



Video viewers can access Video Connect features and return to the video at any time.

### Live help for advertisers:

In addition to measuring, tracking, and reporting on leads, ATG’s eStara Connections services also give you the ability to provide individual support to your network of advertising customers, efficiently via online chat. By providing the right kind of support that advertisers need at the right time, our live help services will help you increase advertisers’ comfort in using self-registration and online marketing services. By making your Web site more responsive to their needs, you gain another opportunity to enhance advertiser loyalty and retention.

## about ATG

A trusted, global specialist in e-commerce, ATG has spent the last decade focused on helping the world’s premier brands maximize the success of their online businesses. The ATG Commerce application suite is the top-rated platform by industry analysts for powering highly personalized, efficient and effective e-commerce sites. The company’s e-commerce optimization services can be easily added to any Web site to increase conversions and reduce abandonment. These services include ATG Recommendations and the eStara services.

