

Co-Registration with ArcaMax.com

If you market your goods or services online, you likely have a strategy in place to stay in touch with your clients via email—perhaps with seasonal promotional info, or with regular site or product updates. **Co-registration with ArcaMax can be a great way to help build your email list!** (Note: to get maximum benefit out of an ArcaMax "coreg" campaign, you must already have either an in-house or 3rd-party autoresponder system in place).

Here's our coreg process:

- ✓ User sees an offer for one of our newsletters, either on arcamax.com, or one of our partners' sites.
- ✓ User submits their email address to request a subscription.
- ✓ Our 3rd-party validation service confirms the email is live and deliverable.
- ✓ Our server sends a confirmation email.
- ✓ User confirms their request and sees our coreg page.

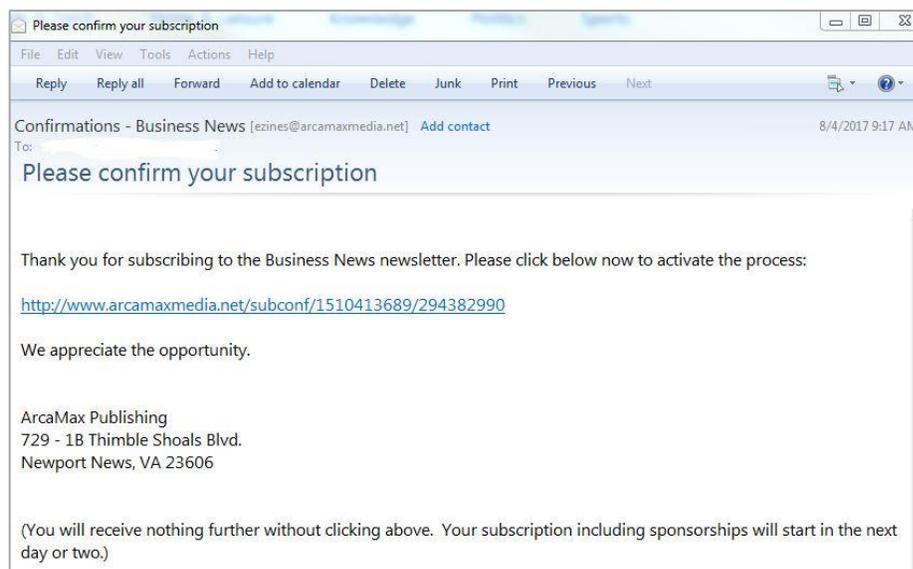
Here's an example of the web form on our own site to request our "Business" newsletter:

BUSINESS / ARCAMAX

SUBSCRIBE

Your email is safe with us. [Privacy Policy](#)

Here's what the "Business News" confirmation email looks like:

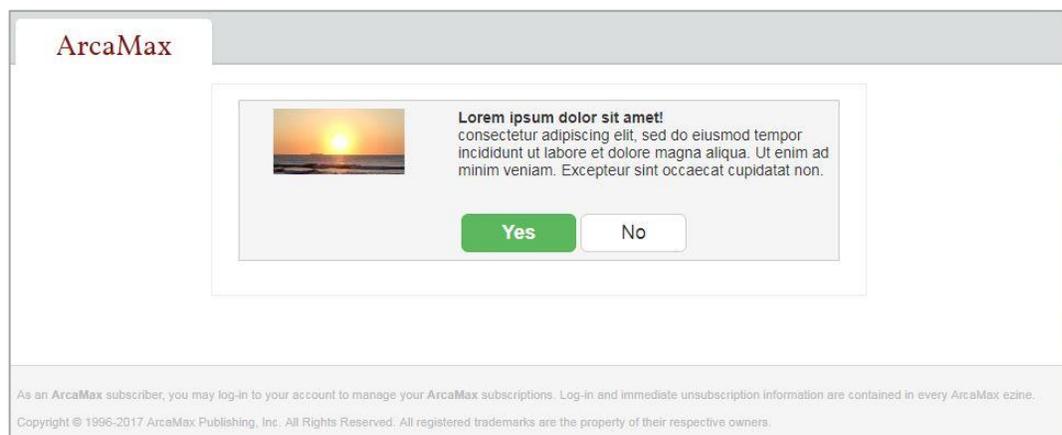


When the user clicks the link to confirm their subscription, their browser opens to our coreg offer page. Desktop, tablet and mobile users each reach a page configured for their particular device type.

New for 2017 is a much more user-friendly coreg experience, where the user only sees ONE coreg offer at a time—your offer will be present in the offer rotation—and selects either "Yes" or "No" based upon their level of interest.

(Note: there is never any form or type of incentivization in our coreg process).

This is how our coreg offers are displayed:



When our user selects “**Yes**” for your offer we process the lead and deliver it to you, either as a realtime data “post” or “get” or as an item in a daily batch emailed .CSV file. In addition, we are able to send out an initial autoresponder on your behalf with a link to any page you'd like to direct the user to (this link may be pre-popped with user email address). A basic coreg lead consists of the user's email address, plus IP and timestamp (if requested), The price? Just \$0.25 per lead, with an initial test campaign of 1,500 leads (add just \$0.05 per lead if you'd like us to send the autoresponder).

If you need additional data points, first and last names, postal address, birthdate/age, gender and phone number are all available. These fields are collected on forms displayed on our coreg offer page, which will also include any required verbiage (including TCPA disclosure, for telephone leads). Pricing will vary depending upon which fields are desired, and I'll be happy to provide a quote upon request.

Next Steps?

Please get in touch to discuss YOUR campaign!

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