

Co-Reg & Dedicated Page Reg Traffic 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).

In addition to "host & post" coreg (where we process the lead and deliver it to you), we can also send our users directly to your website or traffic funnel via a linkout or I-framed dedicated page (see page three).

First, here's a look at our Co-Reg 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, deliverable and not otherwise problematic.
- ✓ 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:

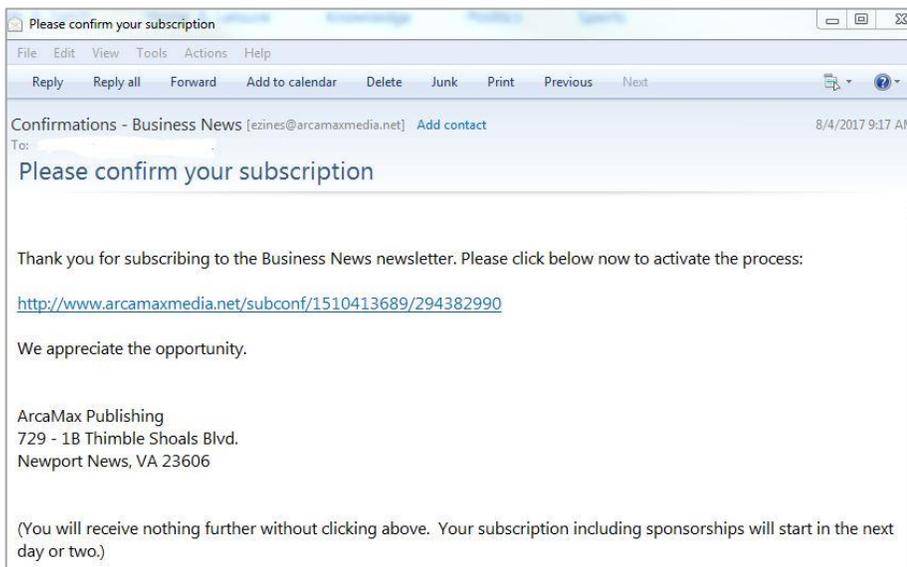
BUSINESS / ARCAMAX



SUBSCRIBE

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

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

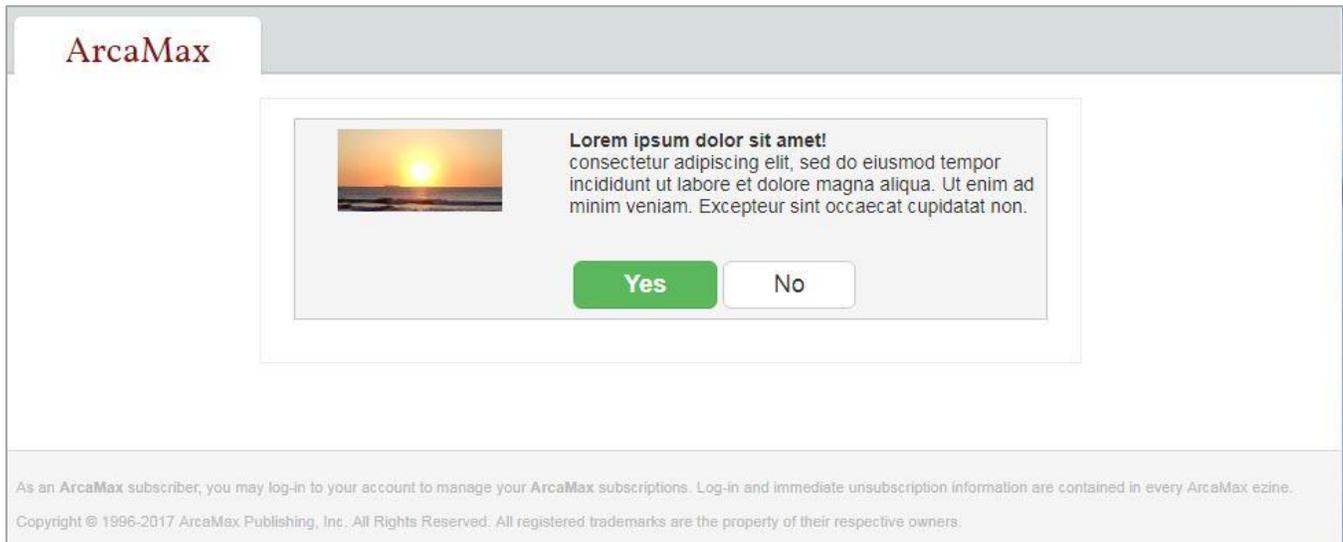


When the user clicks the link to confirm their subscription, their browser opens to our coreg offer page. Desktop, tablet and mobile users each reach a page configured for their particular device type.

Instead of an overwhelming “offer wall” ArcaMax respects our double-opted users (and advertisers) enough to present just ONE coreg offer at a time. Your offer will be presented in our offer rotation.

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

This is how our coreg offers are displayed:



If our user isn't interested in your offer, they simply click the “No” button and we present the next offer in the queue; if it's of interest, they click “Yes” and we collect any required data and 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.

A basic coreg lead consists of the user's email address, plus IP and timestamp (if requested), The price? Just **\$0.30** per lead, with an initial test campaign of **2,000 leads**

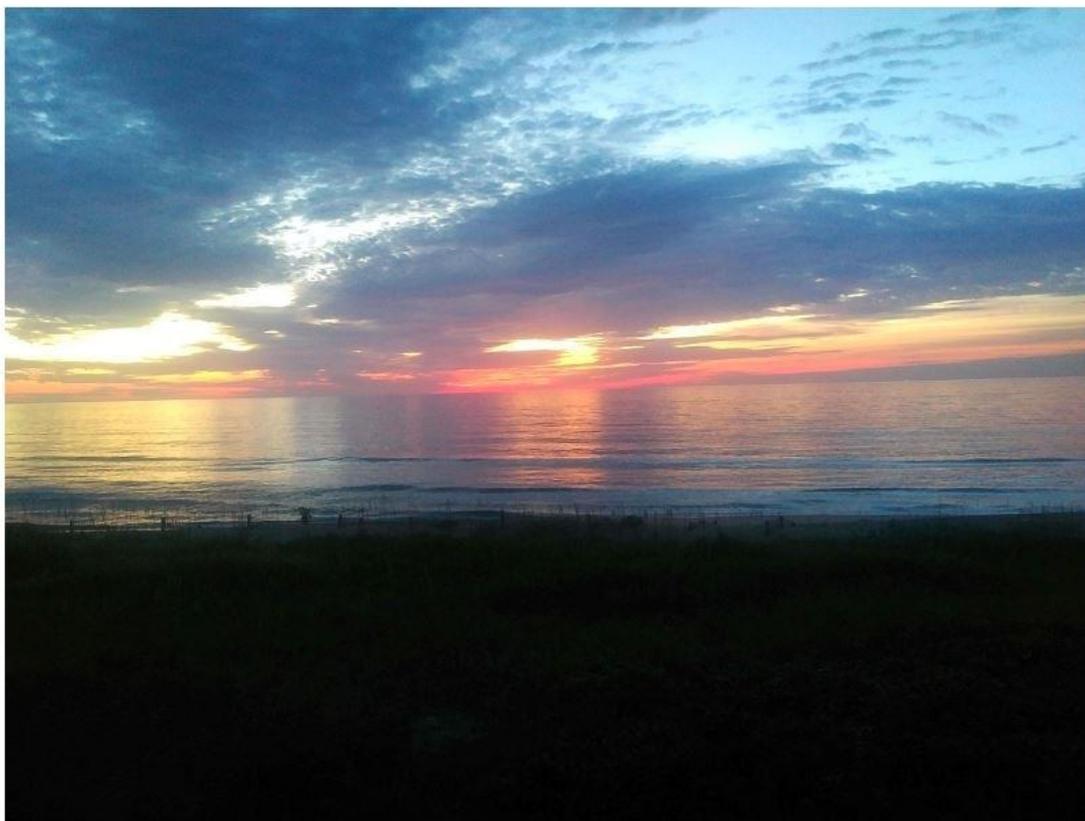
If you need additional data points, first and last names, postal address, birthdate/age, gender and phone number are all available. These fields are collected on forms displayed on our coreg page immediately above the “Yes” button. This will also include any required verbiage (including TCPA disclosure,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

Another option many clients take advantage of is our **Dedicated Page** inventory. If your website or landing page is secure (“https”), we have the ability to “I-frame” your link directly on our page—this brings our users one step closer to your offer! If I-framing isn’t possible or desirable for you, we can run your image on our page with appropriate header text, and linkout to your desired URL. Just as with our coreg option, there is never any trace of incentivization; the user simply clicks if your offer is attractive to them. And, also as with our coreg, the user has a simple “No Thanks” button to click if they’re not interested.

This inventory may be guaranteed for your offer with a CPM agreement; it is also available with CPL or CPC payouts on a test/pre-emptible basis. Below is an example of how a linkout page might appear. *(Desktop and tablet users will see a larger-format page; mobile users will typically see a 300x250 image).*

ArcaMax

ArcaMax Reader: Your Offer Will Appear Here! **Click Below** to linkout to your offer:



No Thanks

As an ArcaMax subscriber, you may log-in to your account to manage your ArcaMax subscriptions. Log-in and immediate unsubscription information are contained in every ArcaMax ezine.

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Next Steps?

Please get in touch to discuss YOUR coreg or dedicated page campaign!

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