

Fuel Station Overview

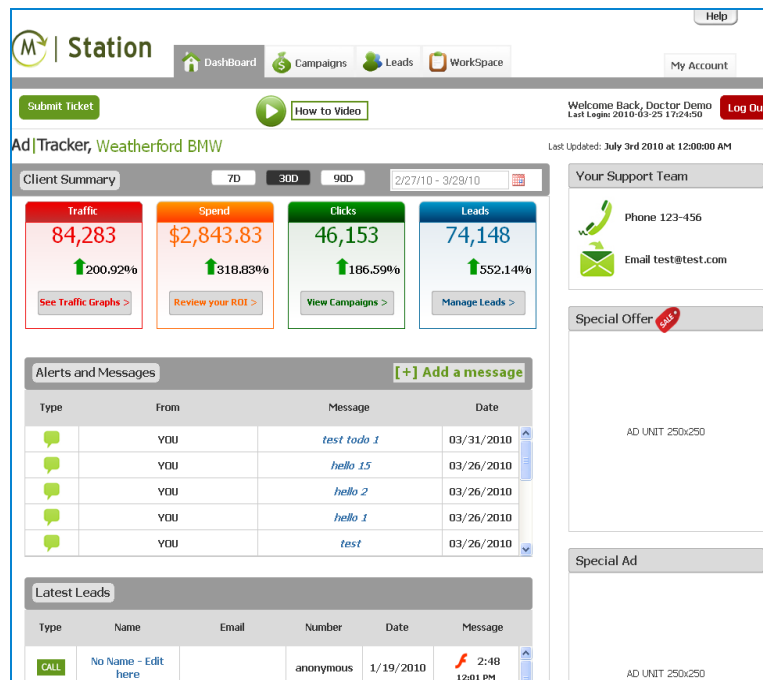
Providing a Clear Path to Client Success for Newspapers



www.ClickFuel.com

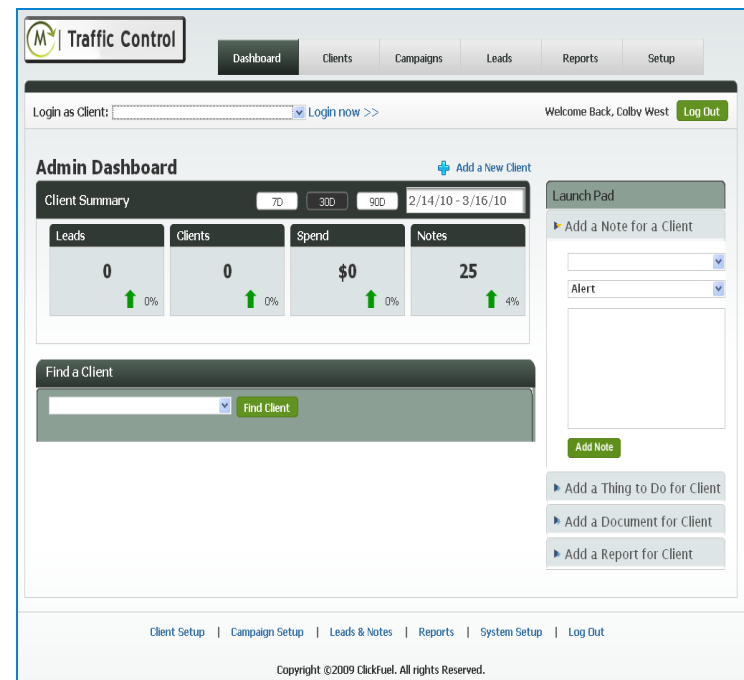
A Sales & Marketing Analytics Dashboard for You *and* Your Advertisers

For Your Clients



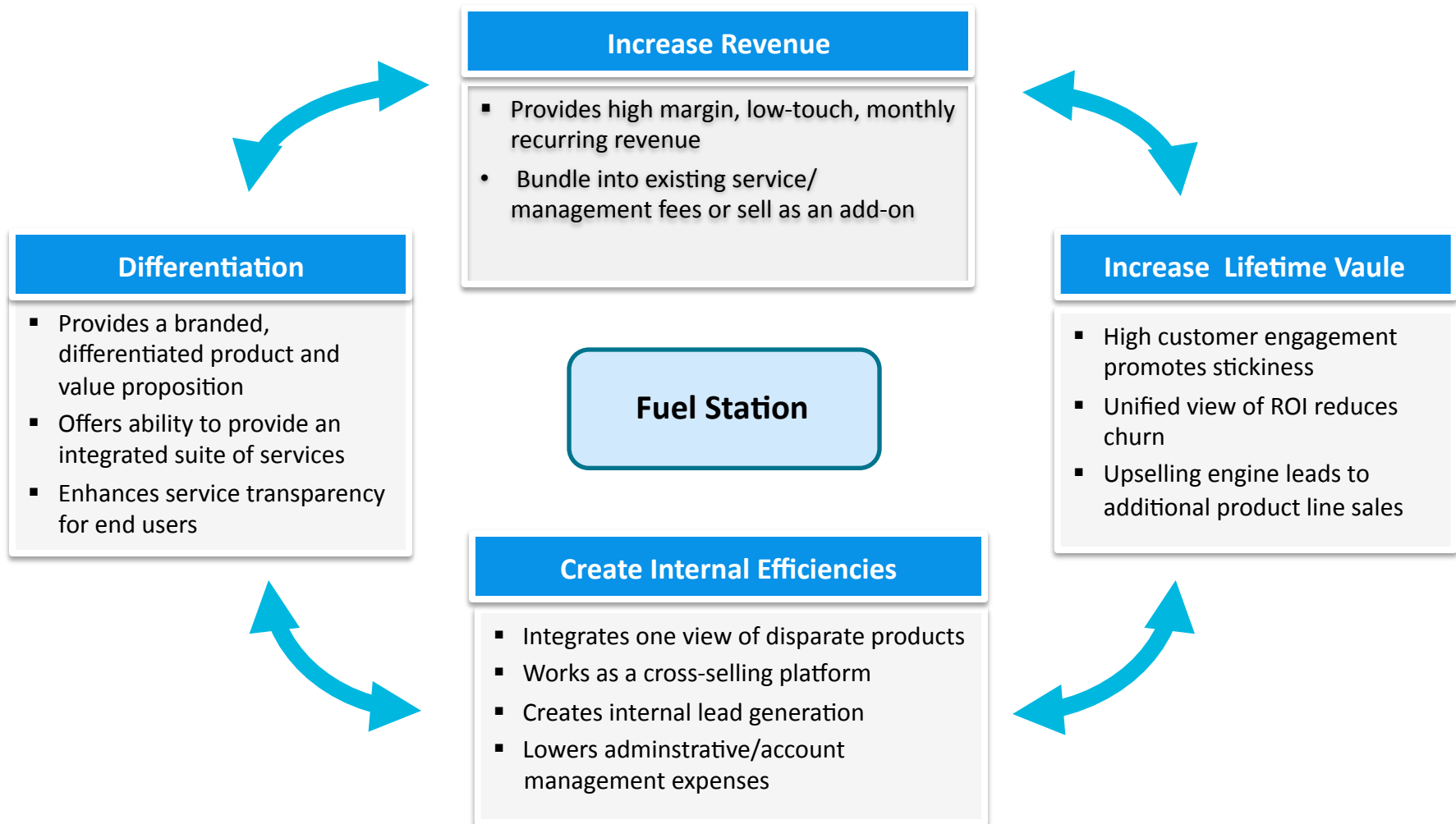
Clear view into campaign performance without multiple logins.

For You



Streamlined reporting for all of your clients through one platform.

Offers Benefits Beyond Data and Reporting



Addresses You and Your Clients' Current Challenges

Challenges

Solutions

YOU

- Lack of integration across disparate service offerings/business units
- Ineffective client reporting / transparency
- High customer churn
- Lack of Differentiation
- Fragmented, competitive market

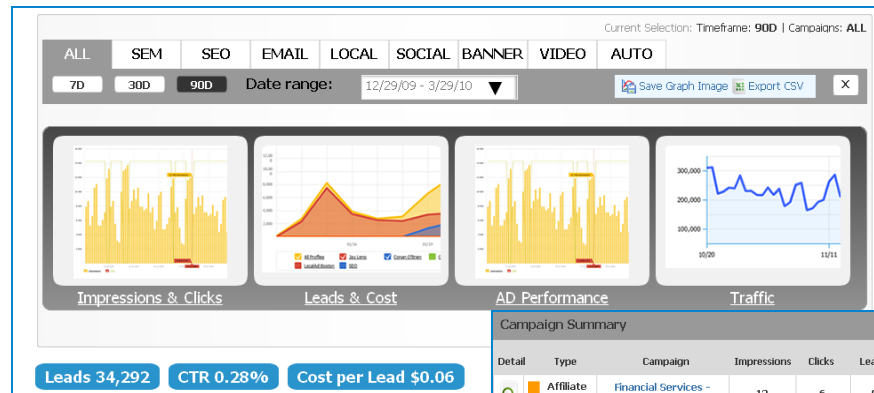
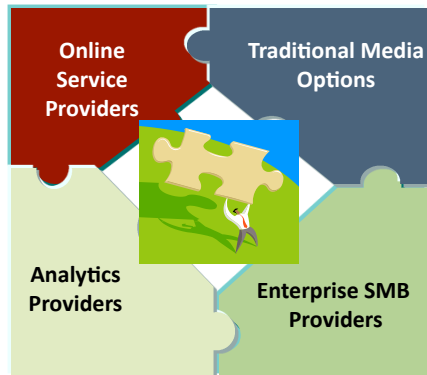
- Connects variety of services/media through one platform
- Improves internal efficiencies and offers a cross-selling platform
- Increases client engagement and loyalty, reducing churn and switching costs

YOUR CLIENTS

- Increasingly fragmented local media & service provider options
- Lack of transparency/measurability across media types/vendors
- Lack of independent marketing information/resources and performance benchmarks

- Provides real time data on ROI and campaign performance across media types
- Offers decision support to SMB owner
- Educates and improves media and marketing services transparency for the SMB owner

Completes the Puzzle in Today's Media Landscape



Tracks campaigns across multiple channels, offline and online

Improves client account management and communication

My Workspace

Alerts and Notes [+ Add a Note]

Type	Name	From	Message	Date
Customer	5184871437	YOU	hello 15	03/26/2010
Customer	5184871437	YOU	hello 2	03/26/2010
Customer	5184871437	YOU	hello 1	03/26/2010
Customer	anonymous	YOU	test	03/26/2010
Campaign	Uploaded Leads	YOU	quick note	03/26/2010
Customer	5186413000	YOU	note test	03/22/2010
Customer	anonymous	YOU	hello again	03/22/2010

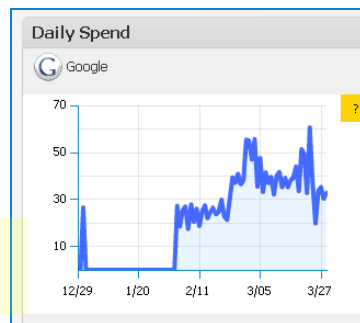
Documents [+ Add a Document]

Type	Title	File name	Date
📄	drwer	account-manager-pic.jpg	03/03/10
📄	Design 1	decor.jpg	07/07/09

Reports

View	Report name	File name	Date
🔍	test test	link-build ...	12/10/09

Incorporates analytics provider data, such as Google Analytics



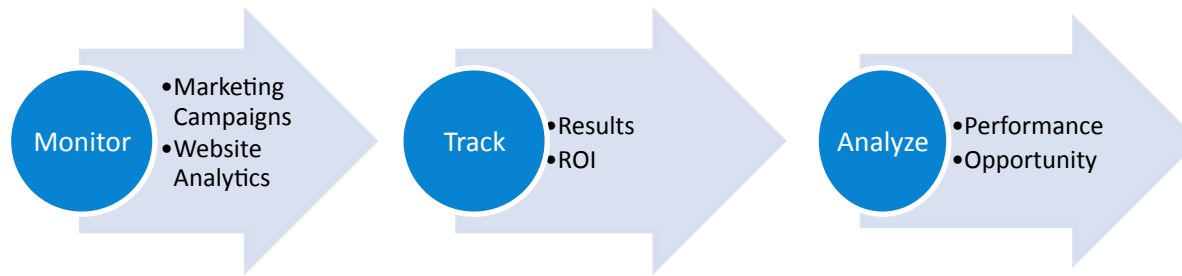
Alerts and Messages [+ Add a message]

Type	From	Message	Date
📄	YOU	test todo 1	03/31/2010

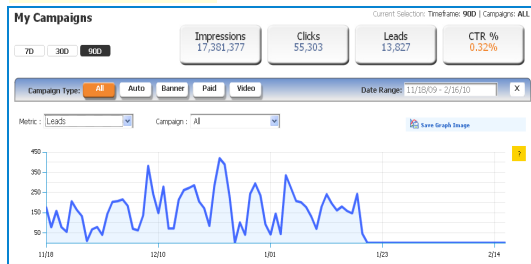
Special Offer **SALE**

Provides seamless cross-selling opportunities

Provides a Clear Path to Advertiser Success



Monitor



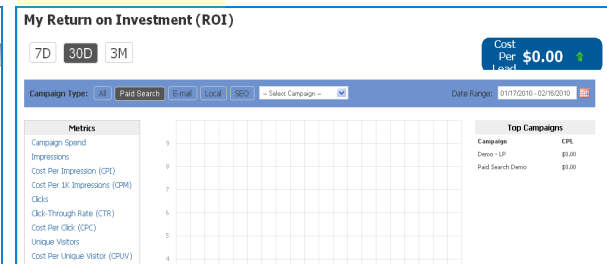
Track

Track

All

Type	Campaign	Impressions	Clicks	Leads	CTR
Auto	Auto	8,769,106	47,102	29	0.54
Banner	Banner Demo	9,059,631	2,076	0	0.02
Paid Search	Demo - LP	69,480	856	13,609	1.23
Paid Search	Paid Search Demo	0	0	189	0.00
Paid Search	Thanksgiving Banners	0	0	0	0.00
Video	Video Demo	613,823	5,403	0	0.89

Analyze



For more information or a live presentation:

Colby West

Colby.West@clickfuel.com

(617) 459 - 9444