



# LINKSHADOW

## **A New Performance-Based Solution to Monetize Your Online Assets**

LinkShadow™ is software sold as a service (SaaS) that provides B2B publishers with the infrastructure to develop and manage performance-based Internet advertising programs.



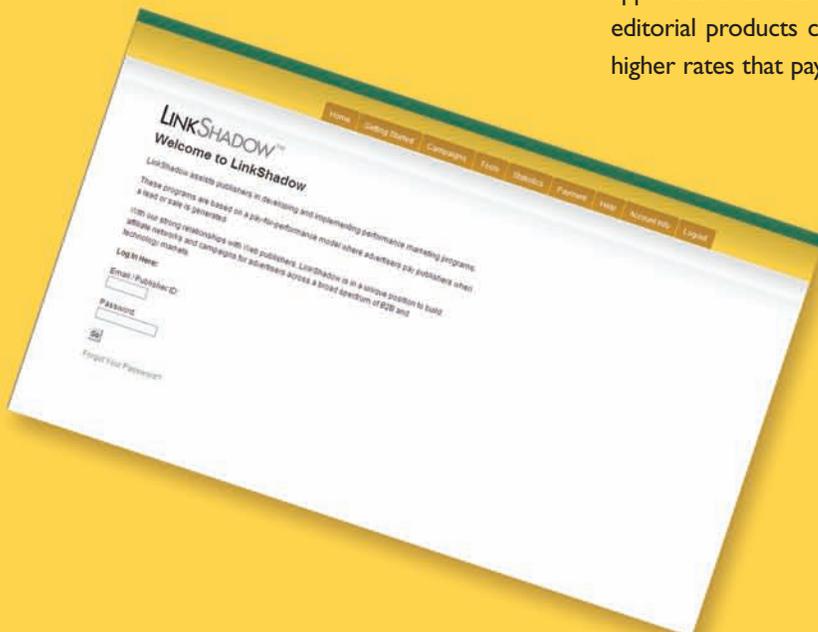
# Tap into a new revenue source for B2B publishers



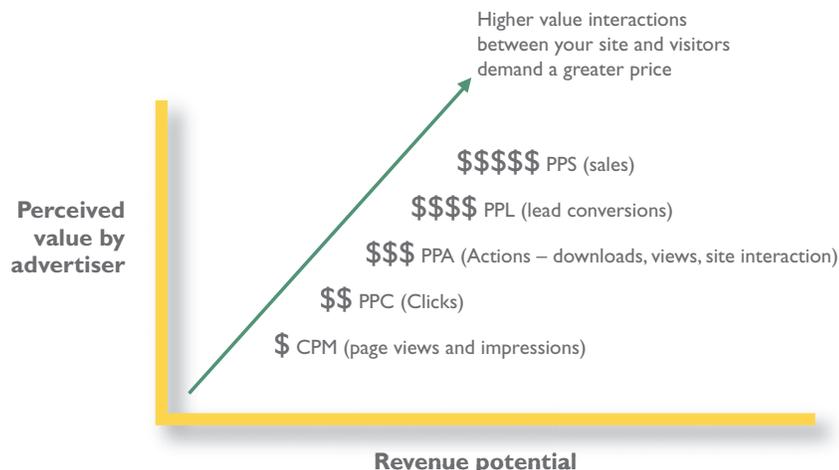
Today's B2B marketers are migrating to the highly targeted and measurable world of the Internet. Action-based marketing and lead generation have become their most important business goals. As a B2B publisher, your content-rich Web site aggregates visitors that share a common business interest. Only you and a few competitors have this powerful capability. This makes your site traffic exceptionally valuable to your advertising clients – but only if you can connect them to your Web visitors in a measurable and verifiable way.

## ... And Derive Exceptional Benefits

LinkShadow, from TW Solutions (TWS), helps you profit from the marketer's migration to Internet-based advertising. It also helps you engage with small and mid-market clients that are more receptive to a low-risk, pay-for-performance approach. Your unsold and cancelled ad space can be monetized and new editorial products can be supported. Now you can price ad products at the higher rates that pay-for-performance advertising command.



# Sell Pay-per-Action



## Create a new world of performance-based products

LinkShadow allows publishers to create an entirely new portfolio of performance-based advertising and promotional products. Now any ad, link, and download on a Web site can become a revenue generation opportunity. These offerings include:

- Web banner ads
- Enewsletter text ads
- Software downloads
- White paper and content downloads
- Text links
- Seminar and Webinar registrations

By measuring and verifying a site's visitor actions, LinkShadow gives B2B publishers the power to create a new portfolio of Internet-based marketing products. LinkShadow enables new monetization options to existing ad products and the generation of revenue from unsold space. You can also engage new advertisers who resist participating in traditional ad programs.

Using LinkShadow you can earn revenue each time a Web visitor performs an action — clicks on a link, fills out a form, downloads a document, etc. And the advertiser will pay you after the action is completed and verified. You control the placement and frequency of the ad or the location of a text link. With LinkShadow, any link on your site can be monetized.



## LinkShadow - the only performance marketing infrastructure expressly for B2B publishers

To offer performance-based advertising products, publishers must have internal systems that can track Web visitor activity across multiple ad links, record and process sales leads, and accurately aggregate this activity for validation and billing to the client. These processes must be automated and easy to use to make the promise of performance-based advertising a reality.

LinkShadow is the only solution that provides B2B publishers with a comprehensive performance marketing infrastructure:

- No software implementation costs
- No systems development or integration costs
- No training costs
- No additional demands on staff



Learn more about visitor behavior and the best “real estate” on your Web site with LinkShadow’s powerful analytics.

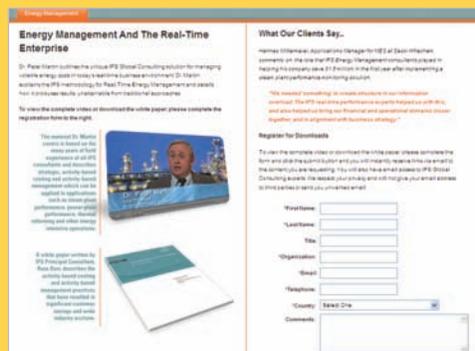
### It’s powerful and complete

LinkShadow is a hosted service provided on a turnkey basis. All you need is a Web browser and Internet connection to use it. The solution encompasses the following capabilities:

- Ad and campaign management
- Click and lead tracking, auditing, and reporting
- Landing page and registration form development
- Performance analytics
- Payment reporting

The publisher provides TWS with the advertiser’s ads. We tag them and return them to the publisher’s Web team for placement. TWS can build any required registration forms and landing pages customized with the advertiser’s or publisher’s branding. Our solution provides the publisher and the advertiser with an electronic report that breaks out campaign performance. And both parties receive reports that include all lead registration data from each completed online form. LinkShadow is highly flexible and enables publishers to set rates by rate card, specific advertiser, specific campaign, or individual ad. It can track and process visitor activity across virtually any type of ad or link – even those outside the publisher’s Web domain.

LinkShadow provides the capability to create custom landing pages – branded to either the publisher or advertiser – to capture lead registration data.



## **We don't get paid until you generate revenue**

The LinkShadow solution is priced on a performance basis. There is no start-up or installation fee. You only pay when a valid transaction is processed. This transaction fee is based on a modest percentage of your ad rate and can be passed through to the advertiser. TW Solutions handles all programming and administrative functions. We don't get paid until you generate performance-based revenue.



## **Value-Added Services**

TWS collaborates to develop new products that fit your business objectives. Part of a leading B2B advertising agency, TWS understands the performance-based products that advertisers demand. We also help educate your sales team in the more consultative techniques that enhance performance marketing sales.



In addition, TWS provides essential value-added services:

- New online product strategies
- Technical support
- Sales education



## **Getting Started**

LinkShadow makes it easy to begin generating revenue quickly. Once you have a program ready, TWS can have the LinkShadow solution up and running within 48 hours. To get started, contact 781-793-9389 or [info@tw-solutions.net](mailto:info@tw-solutions.net).



### **About TW Solutions**

TW Solutions develops hosted marketing solutions for B2B advertisers and publishers.

It is a division of Tiziani Whitmyre, Inc., a leading marketing services firm that provides advertising, public relations, and Internet marketing services to technology, life sciences, and industrial companies.

Founded in 1991, Tiziani Whitmyre is based in Sharon, Mass.

2 Commercial Street

Sharon, MA 02067

781-793-9389

[www.tw-solutions.net](http://www.tw-solutions.net)