

## Corporate Overview of netFactor Corporation

### netFactor Corporation

#### *Driving the Evolution of Web Leads Technology*

Founded in 2003, netFactor Corporation is an innovator in the evolution of Web leads technology and search engine marketing services for the business-to-business market. Through the company's core VisitorTrack® technology platform, netFactor drives new efficiencies in Internet lead-generation, search performance and Web site conversion for customers looking to maximize visibility and generate immediate sales from the Web. Unlike other online marketing services that manage Web traffic in bulk, VisitorTrack from netFactor identifies who, how and when an online user visited your company's website, providing immediate access to visitor contact information. netFactor enables customers in multiple industries including software, telecom, healthcare, technology, professional services, manufacturing, transportation, etc., to develop a more strategic approach to online marketing campaigns.

Website: <http://www.netFactor.com>

### Product Value & Differentiation

Driving the evolution of Web leads technology, netFactor is guiding the way to the identification of Web site traffic. netFactor's Web leads technology and search engine marketing services immediately provides customers with the ability to maximize visibility, improve efficiency of Internet marketing investments, increase the ratio of leads converted to customers and give insight into who is visiting your company's Web site.

- **VisitorTrack®** - netFactor's patent-pending Web leads technology is designed specifically to **generate immediate sales from Web site traffic** by identifying who, when, how and why an online user visited your company's Web site without requiring Web site registration. VisitorTrack automatically captures site visitors – converting invisible 'clicks' into actionable sales leads.
- **OnLine Marketing** – netFactor's B2B search marketing technology carefully evaluates a number of key attributes spanning product names, market segments, competitors, etc., to accurately determine the most effective means of messaging to a buying audience. This includes keywords and highly-targeted ad phrases, that drive more than Web traffic, but Web leads.
- **Performance Products for Internet Marketing** – netFactor performance products include, factorPages, featuring dynamic-display technology oriented to drive new levels of Web site conversion; RSS factor, netFactor's exclusive RSS-driven search optimization products that enable clients to capture top natural search rankings.

*\* VisitorTrack is created and offered to customers in a manner that completely changes the tactics of the online sales and marketing industry, and therefore the way in which organizations of any size can extract greater investment from their Internet marketing investment*

### VisitorTrack Advantage

#### *Caller-ID for your Web site*

- Create an **immediate competitive advantage by pro-actively contacting companies visiting your site**
  - *How much more value is driven from a 'click' on Google, Yahoo or MSN, when a company knows who, when, how and why a potential customer is visiting your company's Web site?*
  - *HotLeads – behavioral tracking to pinpoint those companies most interested, evaluating how much content on the site visitors move through and their frequency to the site.*
  - *Target self-selected leads, match 'clicks' with up-to-date business and contact data without the need to cold call.*
  - *Measure campaigns and online marketing efforts, use information gathered for targeted marketing effort follow-up.*

### Focus is Everything

netFactor Corporation has evolved from a marketing agency founded in 2003 with expertise in digital and internet advertising. Its focus is singular - to drive new levels of performance from the Internet marketing investments made by business-to-business clients.

- M. Christopher Jeffers – Chief Executive Officer, General Partner