



SEM BANNERS  
INTERACTIVE  
MAIL SOCIAL MOBIL  
ONLINE PPC  
**PERFORMAN**  
AFFILIATE MARKETING  
VIDEO PAID SEARCH  
SEO FEEDS



*We're small enough to start slow and work within your budget to win your trust – and big enough to handle national clients on a global scale. – OPM*

## Online Performance Marketing

*Our name says it all...*

**Online Performance Marketing** (OPM), headquartered in Dallas, TX, is a full-service, interactive marketing services firm – If you need it and it's interactive, we do it!

At OPM, we get it. We're passionate about what we do and are known in the industry for our **maniacal focus on performance (i.e., return on investment) – yours.**

Our core philosophy: Your Success is Our Success. This strategy promotes creating true partnerships with our clients, balancing the crucial need for direct response in the near term with the long term need for brand stewardship.

We're committed to working with you every step of the way to develop your portfolio of online marketing tools and drive home results. Simply put, we're in it for the long haul and are willing to start just about anywhere. It's what makes us unique.



*If you don't know where you are going, you will probably end up somewhere else.*

*– Laurence J. Peter*

## Experience

With more than 50 years combined experience, our team includes industry veterans who began their careers in the trenches of search engine companies such as **Google™**, **24/7 Real Media®**, and **Ask™**, and Internet marketing giants like **Verizon®**, **DELL®**, and **Match.com®**.

Our interactive expertise runs the gamut from analytics and paid search to email reputation and customized backend development. This wide-ranging experience brings great perspectives to the table, and helps guide our strategic choice of channels that effectively reach each client's individual goals.

At OPM, we know that impactful interactive marketing takes more than just pay-per-click. It's more than special offers and email marketing. It's using insight based upon detailed market research and competitive analysis to **develop an integrated, comprehensive approach to drive your brand**. So, at OPM, we ask the right questions. We do our homework. Then we work with you to create a customized solution to meet your needs.



Clapping with the right hand only  
will not produce a noise.  
– Malay Proverb

## The “Go-To” Agency

OPM has become **the go-to agency** for clients across industries and for traditional agencies who lack the depth and breadth required to develop successful, comprehensive Internet marketing strategies for their clients.

**We specialize in multiple-channel, performance-based online marketing, period.**

It's the first thing we think about when we wake up in the morning and the last thing when we go to bed at night – and we're not afraid to admit it!

Our interactive expertise spans the following online marketing channels:

- Strategic/creative planning to execution
- Paid advertising (banner ads, text ads, video, feeds)
- Search Engine Optimization (SEO)
- Certified paid search management
- Email marketing/reputation
- Rich media ad serving
- Social marketing and mobile marketing
- Campaign management
- Online reputation management
- Affiliate program development
- Custom Web development
- Landing page testing
- Conversion optimization
- Target marketing



To follow a trail is to establish a link with the history of man.  
– Lennon Hooper

## Analytics

**Going beyond the clicks – It's about the sales.** Web site analytics is fundamental to any online marketing program. It provides undisputed, actionable data about your Web site and your customers.

At OPM, we can tell you who visited your site, where they went, what they clicked, if they called... right through to purchase. More than that, we use this information to drive qualified leads (i.e., customers ready to make a purchasing decision). Any online company can drive traffic, but an increase in clicks only means you pay more. The key to success is not just quantity, but quality. **It's in driving qualified candidates that convert to sales.**

Our team employs a sophisticated software system, combined with manual bid monitoring, to track:

- Click-through rates
- Page views
- User path while on site
- Telephone calls
- Email submissions
- Ecommerce sales
- Coupons printed
- Forms submitted
- IP addresses



Then, we utilize post-click optimization to fine-tune ad copy, improve quality scores, and lower the CPC to increase profit margins.



Everything is worth what its purchaser will pay for it.

– Publilius Syrus

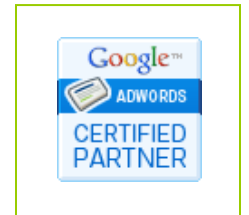
## Paid Search (PPC/CPC)

When it comes to paid search, there is nothing better than human interaction managing the account. Automated systems have their place, but we have found that our personally managed accounts outperform those that are run without human interaction.

OPM makes keyword buys on the five major search engines (Google™, Yahoo!®, bing™ (MSN®), AOL®, and Ask™) & **continually optimizes keyword campaigns**. Together with manual bid monitoring, our proprietary platform makes your placements more efficient and effective, while providing a comprehensive solution to tracking all site activity.

Paid Search Platform highlights:

- **Tracks phone calls, emails, coupon sign ups, map print outs, store locator searches, and more**
- Monitors performance and suggests improvements
- Intelligently generates keyword combinations
- Manages bidding and allocates budgets
- Demonstrable ROI | ROAS



As an AdWords Certified Partner, you can be assured we have the experience necessary to successfully manage your paid search campaigns.



If it costs nothing and buys everything, I say do it.  
– Anonymous

## Search Engine Optimization (SEO)

Search Engine Optimization (SEO), also known as Organic or Natural Search, is a **valuable investment for any organization**. OPM offers SEO programs that are designed to bring long-term benefits to your business.

SEO highlights:

- Creates economical traffic and qualified leads
- Generates brand recognition
- Enhances credibility and legitimacy
- Reinforces investment in your domain name

With search engine insiders and industry veterans in our arsenal, OPM is ready to take on your SEO needs. **Want maximum traffic at a minimum cost?** Let our SEO thought leaders optimize your site for success.

Many of our SEO clients see the following SEO improvements within the first 6 months:

- Authoritative listings with "sitelinks"
- Higher visibility in local and maps results
- 20-35 new first result listings
- 100-300% increase in site traffic





Everything should be made as simple as possible, but not one bit simpler.

— Albert Einstein

## Email Marketing

**Email marketing is often reported as second only to search marketing as the most effective online marketing tactic.** (Marketing Sherpa, January 2009)

OPM utilizes advanced email marketing technology to create, send, and report on ecommerce emails, advertising-based or corporate newsletters, lifecycle messages, triggered emails, transactional/confirmation messages, and other email communications. The OPM system is white-listed, has very high deliverability, excellent feedback loops, a low Cost Per Thousand (CPM), and robust reporting on deliverability, open rates, click-through rates, and more.

**Email reputation is the most important factor influencing email deliverability.**  
(Return Path)

OPM helps protect your email reputation to maximize delivery to inboxes, avoid damage caused by spam forgeries, and to counter image suppression.

OPM will assess and manage your existing email reputation program, including infrastructure, level of authentication, database hygiene practices, complaints and blacklist monitoring, feedback loops and whitelisting - through to the point of certification.



"If you can't pay for a thing,  
don't buy it. If you can't get paid  
for it, don't sell it.

– Benjamin Franklin

## Banner Advertising

Banner ads generate significant lift in brand site visitation, brand name search, and both online and offline sales.

- Studies across finance, travel, telecom, and retail have shown a **290% increase in offline sales** among users exposed to search and display ads v. no ads at all. ("The Offline Impact of Online Ads." *Harvard Business Review*, April 2008)
- Display ads provide an average **136% lift** in brand keyword searches. (comScore)
- **Web site traffic increases 268%** from unique visitors that were exposed to a display ad v. those who didn't see a display ad. (comScore®)
- **Consumers exposed to a display ad visit 355%** more pages than those who didn't see a display ad. (comScore)

Our sophisticated Banner Ad Serving Platform automatically weights the serving of top-performing banners. Importantly, the platform also tracks actions from users who view your banners and don't click, but return to your site later to act.



When one tugs at a single thing in nature, he finds it attached to the rest of the world.

– John Muir

## Social Marketing

Social Marketing focuses on building online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others. With millions of registered users per site, the question is, how can you utilize Social Marketing to benefit your business?

At OPM, we have a list of more than 1,900 social marketing Web sites with reviews, pros, and cons for each. Together, we'll discuss your business needs and help **create a social marketing strategy** that makes sense for your budget, timeframe and desired outcomes.

Some social marketing strategies can provide nearly **instant rankings** in the search engines, and/or **multiple listings** on the Search Engine Results Pages (SERPs), and **great conversion rates**. With social marketing traffic doubling every 6 months, this is a great online marketing tool that should not be overlooked.

[Social Marketing includes: Social Networking; Social Bookmarking; Content Sharing Sites; Video, Photo, and Music Sharing; and Blogging Sites]



I have no mobile phone (it's currently almost literally thrashing around in the throes of death). I'm nearly useless now.

– Anonymous

## Mobile Marketing

The U.S. is going mobile with over 127 million subscribers to the Mobile Web and 43.4 million actively using the Mobile Web each month. **Over 7.5 billion ads are served worldwide.** (AdMob, Inc.) Similar to banner advertising, Mobile Marketing also offers performance-based options, so you pay only when a user clicks on your ad.

With Mobile Marketing, advertisers can:

- Create downloadable iPhone® content or applications
- Promote their iPhone Web site or application
- Create mobile conversion pages (coupons, lead forms, directions, etc)
- Capture key data and **convert visitors to customers** directly on the landing page.
- Utilize “click-to-call” - an effective user acquisition and lead generation tool that takes advantage of both the mobile phone's data and voice capabilities
- Capture personal information
- Collect lead generation information directly from their target audience



There is no such thing as a self-made man. You will reach your goals only with the help of others.

– George Shinn

## Affiliate Marketing

Affiliate Marketing is an Internet-based marketing practice in which one business rewards one or more affiliates (partners) for each visitor or customer brought about by the affiliate's marketing efforts. The affiliate assumes the risk of the advertising and is rewarded based upon pre-defined criteria (lead, sale, coupon download, etc).

Developing an affiliate program allows you to set the price you are willing to pay for each customer and extends your marketing reach through 1,000's of sites and site managers to **drive cost-effective traffic to your site**. Affiliate marketing is driven by entrepreneurs who are working at the edge of Internet marketing. Affiliates are often the first to take advantage of emerging trends and technologies – i.e., **they take the risk, you reap the rewards**.



*OPM became instant experts in our business and has given us the best results that we have ever had online. Considering we had used one of the top 5 agencies in the nation before, that says a lot about their focus on performance.*

*– J. B., Director of Marketing*

## The Work – Paid Search Bragging Rights

We took over a national account from a major advertising agency. We threw out all their assumptions about "what works" and **analyzed EVERYTHING** - from the target Cost Per Click (CPC) bids, to position preference, to ad copy and destinations. We consulted on the landing pages, made modifications and conducted landing page testing - the change of one button **increased site conversion by over 50%**. So how did we do at our 10-month checkup?

- **Increased revenue 94% (\$4M to \$7.8M)**
- **Increased overall lead generation 3500%**
- **Produced 295% more impressions**
- **Produced 1000% more clicks**
- **Increased ad Click Thru Rate (CTR) 164%**
- **Increased overall site conversion 236%**
- **Decreased overall Cost Per Conversion 33%**



## The Work – SEO Done Right

When most people think of dominating natural search results, reaching the top position is sufficient to qualify for dominance. But, how about **dominating every bit of the organic results well-below the first page fold**? Just search for “Porsche Dallas” in Google to see what we mean. Yes, there are other Porsche dealerships in Dallas Texas – but you wouldn't know that from the organic search results listed. What this boils down to is complete ownership of the page for Porsche Dallas, an increased likelihood that consumers will look no further when searching, and **NO COST TO THE CLIENT** when those potential customers click through! See some of our results below!

- **Completely dominated content listings above the fold**
- **Increased indexed content through sub-domain creation**
- **Improved link profile with targeted link building**
- **Acquired authoritative listing with numerous sitelinks**
- **Achieved indented double listings for sub-domains**



**Jeff Rudluff**

Even if you are on the right track,  
you'll get run over if you just sit still.

– Kurt Busch

## The OPM Team

### **Jeff Rudluff: Founding Partner**

As a founding partner of OPM, Jeff Rudluff steers the organization by conceiving, developing, and implementing its core competencies, which include Paid Search, Search Engine Optimization (SEO), media buying, affiliate programs, social marketing, and emerging technologies within the Internet channel.

Rudluff's broad experience in designing cost-effective products and services that drive customer demand and service via the Internet helps him continually develop new business for the agency and create innovative solutions for current clients.

Prior to forming OPM, Rudluff broke new ground by designing and developing early proto-types of GTE (Verizon®) SuperPages® and SuperPages.com®. He developed the strategy for all GTE (Verizon) online initiatives, including establishing the Internet as sales- and customer- service channels, and creating billing for both residential and business customers in the National Marketing Organization. Rudluff brought his Internet experience to Match.com® where, as Vice President of Product, he led the online dating service through the explosive growth years. His vision integrated Match.com with AOL, MSN (bing), and other partners. As Vice President of New Product Development, Rudluff led the successful expansion of service to include, video, voice, and wireless, among other services.

Rudluff graduated from The University of Oklahoma with a B.A. in Management Information Systems.



**S. Michael Edwards**

Find your passion... then  
it is no longer work.

– L.A. Reid

## The OPM Team

### **S. Michael Edwards: Founding Partner**



As a founding partner of OPM, Michael Edwards manages Web site/software requirements and serves as the liaison between the client's business units and OPM's technical team. Under his direction, OPM's technical team and programmers have created fully functional ecommerce solutions, Web sites, and patent-pending software solutions which have generated millions of dollars in revenue for OPM's clients. As an AdWords Certified Partner, he also manages the daily pay-per-click implementation team for OPM's clients.

Prior to forming OPM, Edwards served as a technology and training consultant for over 16 years. While serving as the Requirements and Site Manager for the Verizon Voice Over IP product, VoiceWing™, he was responsible for writing the requirements and managing the implementation of new functionality for their customer-facing Online Ordering Web site and internal Call Center Ordering Tool Web site. As a Senior Training Consultant, Edwards designed and developed both online and offline training for various high tech companies including Dell®, Verizon®, Primedia Workplace Learning®, and Countrywide Home Loans®.

Edwards graduated with a 4.0 GPA from Wayland Baptist University, with a B.S. in Occupational Education and Training. He is a veteran of the United States Air Force.



**Cade Herzog**

It doesn't work to leap a twenty-foot chasm in two ten-foot jumps.

– American Proverb

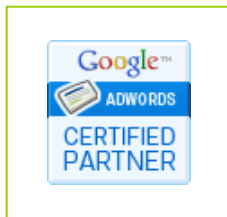
## The OPM Team

### **Cade Herzog: Founding Partner**

As a founding partner of OPM, Cade Herzog uses his vast background in technology publishing, sales, and business development for interactive companies to create strategic online marketing plans for prospective and current clients. He oversees research, media buying, trafficking and reporting, as well as supervising display advertising, email marketing efforts, and affiliate channel development.

Prior to forming OPM, Herzog co-owned and published a network of technology magazines and served as Director of Business Development among other key roles for Match.com®.

Herzog graduated cum laude from The University of Texas in Dallas, with a B.A. in Communications. In his early years, Herzog also served as a Senatorial Intern on Capitol Hill. He is married with three children.



## Why OPM?

The OPM team cares about your business and your success. Our goal reaches beyond providing services, collecting a fee, and being just another vendor. We truly desire to become a contributing member of your internal management and marketing team, thereby establishing a meaningful partnership. We intend to not only meet your requirements, but to also consistently surpass your expectations.

Read our case studies and blogs to keep up with our client's continued success.  
<http://community.OnlinePerformanceMarketing.com>

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