

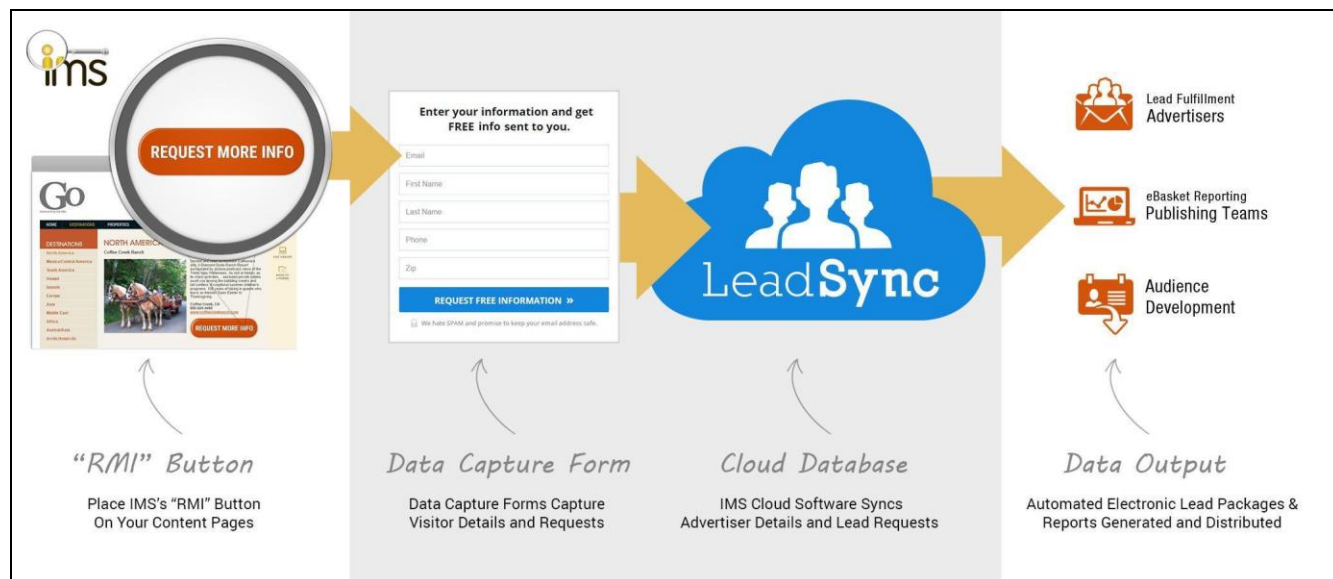
IMS Lead Generation System & Reporting Tools:

IMS has developed a series of online and offline products that are designed to allow you (the publisher) to unleash the power of your franchise by using the web and other means to generate sales leads for your advertisers. Our system enables your sales reps to leverage successful lead generating programs into pages of advertising.

By using IMS solutions, publishers of all sizes can reduce costs, improve performance, and gain the agility to respond to changing business needs. Thus, no other reader service company in North American has the years of experience, product diversity both online and off, and level of customer commitment IMS offers on a short-term and long-term basis.

Specifically, IMS's system is also very different and very unique. Our leads are delivered to the advertisers in an easy-to-use lead package; either electronically or by mail in printed label format. Results are also posted online allowing publishers and sales reps to view their comprehensive report package for each campaign or program on an advertiser-by-advertiser basis, as well as in a summary format.

And best of all, IMS lead-generation programs and services can be integrated so that ALL your data is aggregated, managed, fulfilled and reported in ONE online reporting tool, so no jockeying back and forth between different vendor systems



IMS's RMI button is the perfect ROI solution for you, if your current digital content has no advertiser lead-gen offerings or your current lead-gen system has reporting and email distribution limitations.

Note: If you currently have a lead-capture form in place you can send your lead-gen "activity" data directly to IMS's LeadSync system which will aggregate, fulfill and report ALL your advertiser leads.

LeadSync will consolidate ALL advertiser leads and clicks generated across multiple lead platforms.



- **Bring All Leads Together** — IMS Lead Sync consolidates multiple sources of leads into ONE advertiser-centric reporting and fulfillment system. You can now locate all leads generated for any given advertiser across all of your lead capture systems (Marketing Automation, Webinars, White Papers, Call Centers, Directories, eNewsletters and many others).
- **Fulfill Leads Faster** — IMS Lead Sync automatically sends out aggregated lead packages to your advertisers in a professional looking email. No manual process required.
- **Take the Leads Back. Export to Anywhere** — IMS Lead Sync can send all aggregated leads, in any file structure required to any Audience software, CRM, Marketing Automation System, or any other software required so that you can take advantage of ONE unified data structure across all of your lead capture programs.

IMS Online Reporting Tool – Screenshots

The screenshot shows the IMS Online Reporting Tool interface. At the top left, it says "Publication Landing Page". A yellow warning box at the top right states: "7 missing email addresses for advertisers in your magazine, [click here](#) to view. The figure above represents the number of advertisers with incomplete contact information and therefore not receiving leads." Below this, the interface is divided into three main sections:

- 1. Search**: "Shortcut to specific advertiser". It includes a "SELECT ISSUE" section with "From: January 2005" and "To: November 2013" dropdowns, and a "SELECT DATE RANGE" section with "From:" and "To:" dropdowns. There are "Go to 505" and "Cancel" buttons, and a "FIND" button at the bottom.
- 2. My Last 5 Viewed Advertisers**: "Shortcut to recently viewed advertisers". It shows a list with "Eaton Corporation" as the first entry.
- 3. My Most Recently Viewed Reports**: "Shortcut to recently viewed reports". It lists several reports under the heading "Publication Reports":
 - 101 Leads By Advertiser
 - 202 Leads by Supplementary Questions
 - 303 Leads By Unit
 - 505 Leads By Issue
 - 707 Respondent Report
 - 1010 Buying Survey Leads
 - 1111 Leads By Select Product Category
 - 1212 Electronic Leads
 - 1313 ADVERTISERS not receiving their LEADS
 - 1414 Editorial Report
 - 1616 Leads by Product Category

IMS Samples Reports – “Leads by Issue” & “Leads by Advertiser”

505: Leads By Issue

Report lists all issues and their respective lead response levels.

SELECT DATE RANGE

From:

To:

ISSUE SELECTION

Select Issue(s)

Download Leads
Export to Excel

Issue	ADS			EDITS			LEAD SOURCE									
	Ads	Leads	Avg	Edits	Leads	Avg	Reader Service Card	Fax Returns	Web Returns	eNL Leads	Product Category	BSL	eR Request Leads	eR Soft Leads	eR Total Leads	Digital Mag Leads
TOTAL	6,458	95,670	15	1,390	26,980	19	108,660	608	13,382	0	0	0	0	0	0	0
November 2013	57	929	16	8	123	15	985	0	67	0	0	0	0	0	0	0

CLICK SOURCE										
External Activity	Online Reader Service card links to Website	Print URL to Web	Print URL to Web	Digital	QR Code	eR	eNL	Digital Mag	Impressions / Page Views	Visits
0	24,106	1	1	0	0	0	0	0	0	0
0	95	0	0	0	0	0	0	0	0	0

TOTAL		
Leads	Unique Respondents	Clicks
122,650	18,122	24,107
1,052	134	95

101: Leads By Advertiser

Report details leads results for each advertiser during the past two years.

SELECT ISSUE

From:

To:

SELECT DATE RANGE

From:

To:

SALES TERRITORY

All Territories

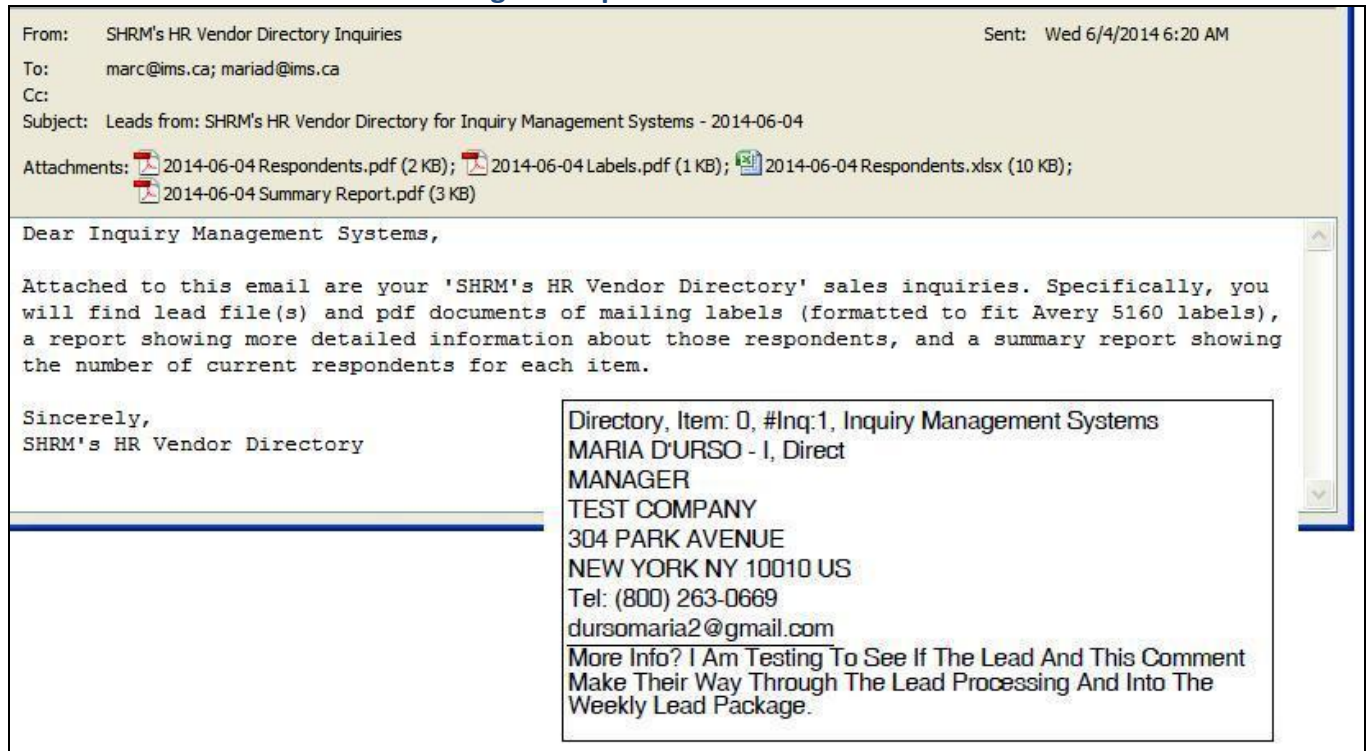
Search for specific advertiser
Export to Excel

Hot List	Advertiser	ADS				EDITS				PRODUCT CATEGORY		TOTAL		
		Ads	Leads	Respondents	Avg	Edits	Leads	Respondents	Avg	Leads	Respondents	Leads	Unique Respondents	Clicks
	Peterbilt Motors	139	3,764	3,354	27	48	1,545	1,240	32	0	0	5,309	4,000	1,069
	Navistar	67	2,281	2,054	34	64	2,072	1,812	32	0	0	4,353	3,350	794
	Volvo Truck North America	96	2,350	2,129	24	36	883	833	25	0	0	3,233	2,725	663
	Michelin Tire Corp	163	2,653	2,095	16	24	390	369	16	0	0	3,043	2,349	416
	Chrysler Group	75	2,045	1,765	27	23	777	718	34	0	0	2,822	2,199	32
	Mack Trucks Inc	56	1,916	1,735	34	30	869	762	29	0	0	2,785	2,261	484
	Cummins Inc.	89	1,950	1,781	22	22	623	596	28	0	0	2,573	2,266	809
	Western Star Trucks	55	1,838	1,701	33	20	714	661	36	0	0	2,552	2,168	47
	Kenworth Truck Company	22	700	639	32	61	1,813	1,556	30	0	0	2,513	2,053	558
	Shell Lubricants	137	2,138	1,720	16	14	226	213	16	0	0	2,364	1,886	311

IMS Automated Advertiser Email Lead Fulfillment

- IMS delivers lead packages daily or weekly to advertiser contacts via email, labels, disk, or download. Leads are available in multiple formats.
- Printed Label Packages In-house.
- Downloadable Leads from eBasket.

Screenshot of IMS Lead-Gen Package Example:



What sets IMS apart from our competitors?

IMS has a long and rich history of innovation that has made us a true industry leader. Our professionals are dedicated to providing the highest level of customer service and support via knowledge, experience, and technology for optimizing and fulfilling all our clients' lead generation needs.