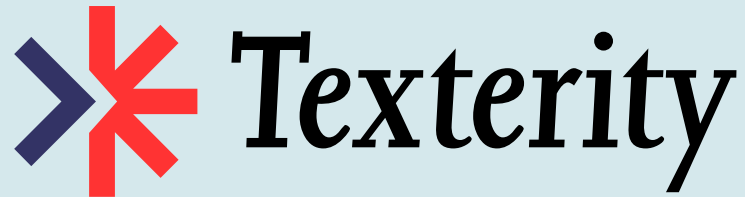


Lead Management System



www.texterity.com

Texterity, Inc.
144 Turnpike Road
Southborough, MA 01772

(508) 804-3000



Not Every Lead is the Same.

LMS

Know Your Buyers

Not just a “PDF download” of a white paper

...

Truly measure engagement, capture downstream interest, and get a higher-quality, differentiable, and more valuable “lead”

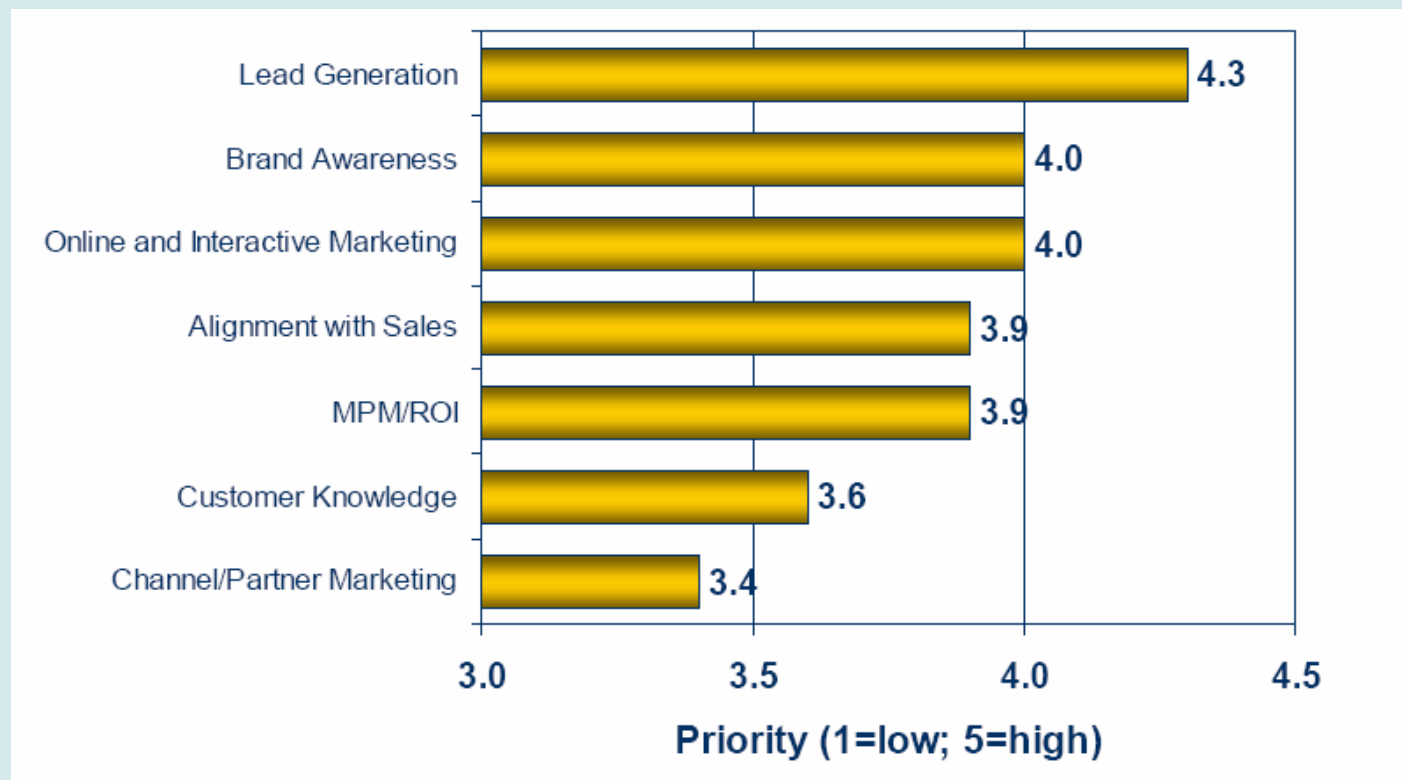
About Texterity

Industry leader in providing digital publication solutions

- Experts on extending publisher brands in an evolving digital world
- Full ability to integrate rich assets – including video, flash presentations, podcasts – into any publication
- Over 850 publications including magazines and white papers (most trade and BPA audited magazines)
- Understands the unique challenges faced by publishers
- Strong reputation for innovation and client service

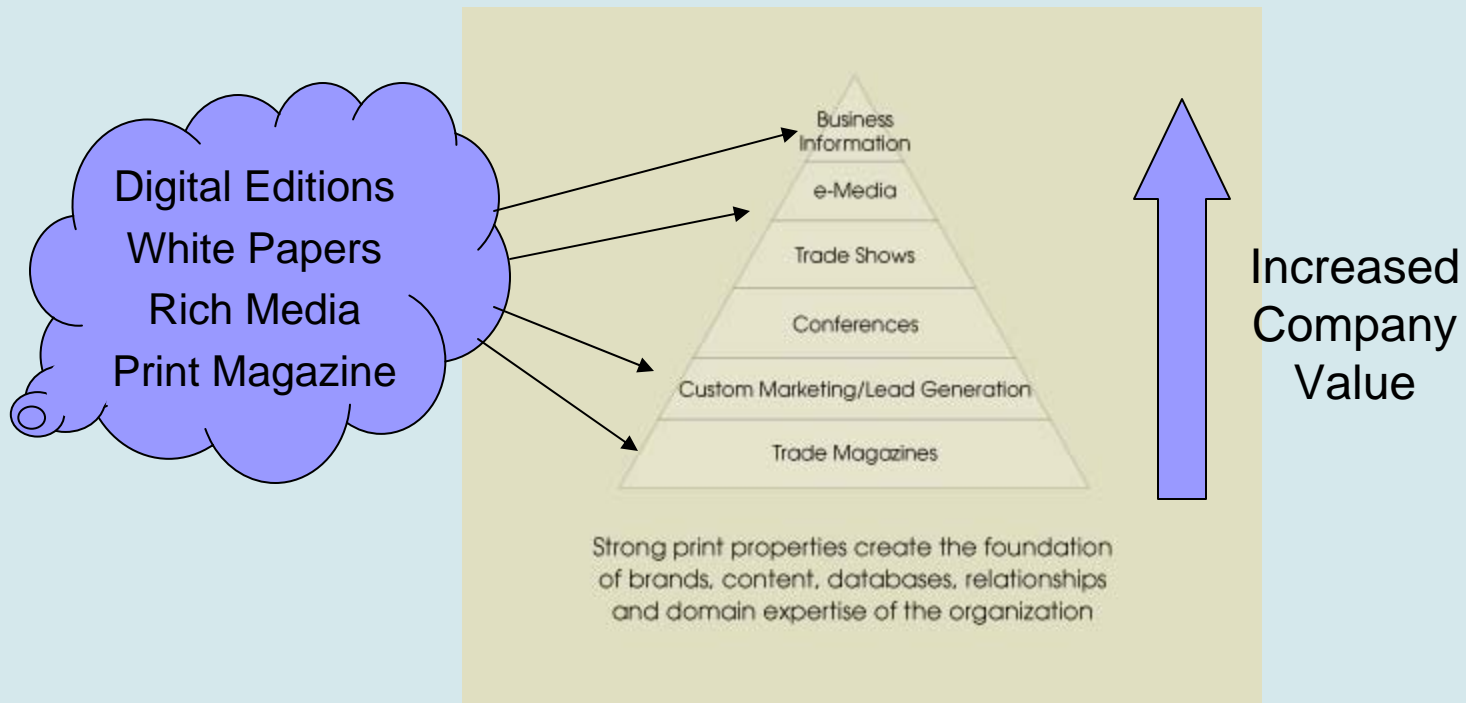
2008 Shows A Return to a Focus on Leads: Short-Term and Easy to Measure

Q. Please rate how important each of the following is to your company-wide marketing activities during the 2008 calendar year: (using a scale of 1-5, with 1 = 'not important' and 5 = 'very important')



Source: IDC's CMO Tech Marketing Barometer, 2008. (n=41)

Business Media “Value Pyramid”



Source: Tom Kemp, Oakstreet Media, LLC

Moving up the Value Pyramid

- **Print Publications** – the “platform” for increased value-added offerings
- **Higher Value Offerings** – lead generation combined with your e-media offerings is the “biggest bang for the buck”
- **Integrated Programs** – take highly engaged digital edition readers directly to white papers with all lead gen data already “pre-filled”!

A “New Generation” of Lead Gen

- **White Papers** and similar “assets” are highly valued – \$35-\$100 per lead versus pennies per “impression” (website)
- **“PDF Download”** white papers leave much to be desired – no tracking, no reporting, no ability to see sharing – and no video or rich media integration.

Demonstrations

- Landing and “Library” Pages
- White Papers
 - with Video integration
 - with Survey integration
- Advertiser Control Panel

Publishers Benefits:

Using a “Lead Management System” approach can provide:

- **Brand Support:** Leverages your brand and audience
- **More leads:** “Send to a friend” → new registrations
- **Rich Media:** Video, flash, surveys → “in context” use
- **Measured engagement:** pages read, time spent reading, sharing → differentially valued leads
- **Search engine marketing:** All pages “seen” by Google and other search engines → publisher control
- **Advertiser Empowerment:** Control panel to upload and purchase new leads → increased revenue

Reader Benefits:

- Access from **any** browser and iPhone or iPod touch
- Powerful search using “full text” or keyword
- Access to content via “google” and other search engines using full text search of entire documents
- Single sign-on: once logged in, a reader can access other documents without filling in a registration form
- **Digital edition readers are “already registered”**
- Document ranking (“1 star” to “5 star”) and the ability to view and sort by posted “scores”

Advertiser Benefits

- Valuable Leads that are differentiated!
- The ability to upload new assets at any time with “lead limits” set
- Full control over custom questions and responses
- Video, rich media, and survey integration
- Tracking & reporting real time view, download or emailed reports & leads

Library System:

- Library portal dynamically updated based on new documents and sponsorships
 - View by Company, Topic, and Rating
 - Full Text Search of entire library
 - Sponsorship positions
- Branded Registration (and Login) Form

Library System

Full Function Library Portal

The screenshot displays the Oracle Whitepapers Library Portal. At the top, there is a search bar with the text "search whitepapers" and a magnifying glass icon. Below the search bar, there are radio buttons for "description" (selected) and "full text". The main content area shows a list of whitepapers, including "Oracle Database 11g Partitioning Presented by Oracle", "Mitigate Business Intelligence Project Risks with Rule-Based Audits and Proofs-of-Concept Presented by Syncsort", "Web 2.0 for the Enterprise: Setting the Foundation for Success Presented by Oracle", "Oracle Database 11g Total Recall Presented by Oracle", "Oracle Database 11g Advanced Compression Presented by Oracle", and "Oracle Database 11g Application Testing Presented by Oracle". Each entry includes a title, presenter, publication date, and a star rating. On the left side, there is a "FIND WHITEPAPERS" section with filters for "PARTNER", "TOPIC", and "RATING". The "PARTNER" filter lists companies like 170 Systems, BE2 Systems, and others. The "TOPIC" filter lists categories like Application Development and Deployment, Business Intelligence, and Database Management. The "RATING" filter shows options from "At least 4 stars" to "At least 1 stars".

Branded interface

Custom Promotion Text

Filter by Company, Topic or Rating

Full Text Search

Premium Sponsorship Area

Document descriptions and ratings



<http://www.oraclewhitepapers.com>

LMS

Oracle Whitepapers System

Registration & Sign In Pages

The image displays three overlapping screenshots of the Oracle Whitepapers website. The top-left screenshot shows the registration form with fields for First Name, Last Name, Email, Job Title, Company, Address Line 1, Address Line 2, City, State/Province, Country (set to United States), Postal Code, Phone, Job Function, Industry, and Company Size. A 'submit' button is at the bottom. The top-right screenshot shows the 'Sign In' page with a text input for email address and a 'Login' button. The bottom-right screenshot shows a survey page with questions about ETL tool usage and concerns in deploying the application. A 'submit' button is at the bottom. A small text box in the middle-right area contains a testimonial about Syncsort's comprehensive specifications and a five-star rating.

IDG Tech Guide – Sponsored by IBM

Registration and “Mini-Library”

techguide
RESOURCE CENTER

sponsored by **IBM**

Leveraging Information | Optimizing IT | Governance & Risk Management | Empowering People | Enabling Business Flexibility

FROM THE EDITORS OF
COMPUTERWORLD **InfoWorld** **NetworkWorld**

Leveraging Information

Help business leverage the power of their information assets. It improves efficiency, manageability, performance, and cost effectiveness of the information infrastructure, while improving information security, access, quality, and insight.

Additional Resources from IBM

- Data Warehousing Buyer's Guide
- Next Generation Data Warehousing
- Advances in Data Warehouse Performance
- Whitepaper: Leveraging Information for Innovation & Competitive Advantage
- Whitepaper: Tiered Information Infrastructure

Managing Information for a Purpose

There's a lot of data out there, but using it wisely is a challenge. In this Executive Briefing, we look at the theory and practice of data-driven decision making. We hear from experts and examine successful implementations of information management technologies.

[CLICK TO DOWNLOAD](#)

SOURCE: COMPUTERWORLD

Business Intelligence

Business Intelligence has moved beyond mere data mining to become a central way to identify hot sellers, cut costs, and discover new business. New concepts such as BPM and CPM are pushing the envelope even further, and IT is playing a more central role in steering business than ever before.

Includes:

- The Age of Real-Time Intelligence
- CPM: The Right Information, Right Now
- BPM: The Click-and-Drag Enterprise
- Trickle-Down Business Intelligence
- Seeing the Future with BI

[CLICK TO DOWNLOAD](#)

SOURCE: INFOWORLD

IT for IT

Single White Paper System

Managing the Customer Experience e-book

Brought to you by TELEPHONY Custom Publishing

Sponsored by ca wily technology

Download this e-book from *Telephony* Custom Publishing for insights into how to best serve your customers and how service providers can successfully manage the customer experience.

E-book topics include:

- **All's Well for Alltel:** This is a company with little churn and a growing customer base – learn how they do it
- **Analyst Insight:** Read these interviews with Peter Mottishaw of OSS Observer and Jessica Figueras of Ovum and find out what they have to say about the customer experience
- **Cell C Self-Service:** South African service provider, Cell C, provides insights into their customer self-service tools and customer monitoring
- And much more!

Fill out the registration form and you will have immediate access to this E-Book.

* Indicates a required field

Contact Information

*First Name MI *Last Name

*Job Title

*E-mail Address *Company Name

*Address 1 Address 2

*City *Country

*State *Postal Code

*Business Phone

Questionnaire

*The category that best matches your company is:

*Are you planning to deploy any applications using Java, J2EE, .Net, or Web services?

For more information, please review [our privacy policy](#).

The Revenue Opportunity

- Powerful revenue stream – **builds on existing subscriber records and digital editions**
- Creates value for advertisers by identifying and scoring prospects by level of engagement
- Advertisers and publisher sales teams can upload new documents, obtain leads and metrics at any time
- Appropriate for white papers, catalogs, user guides, case studies and product documentation with full video and rich media integration

What B-to-B Publishers Say:

“Texterity has been a powerful partner in the development of OracleWhitePapers.com. Their ability to combine industry-leading digital publishing solutions with LMS has resulted in a system that is positioned to readily grow with our customers needs and expectations.”

– Shaun Mehr, Program Manager, OracleWhitePapers.com

“Texterity’s ability to integrate their solution with our reporting systems has provided tremendous value to our customers.”

– Charles Lee, VP Business Development, IDG Corporate Sales

“Texterity’s lead generation e-book program has performed phenomenally for us. We’ve used it for many high-profile clients.”

– Stephanie Campana, Director of Advertising Services, Penton Media



LMS

For More Information

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