

Aspect Web Media

Reflecting your need for a
Simple, Responsive and Resourceful Digital Agency

Lead Generation:

Loans/Debt/Insurance/PPI/Mortgage/Coregistration

Email Marketing:

eCRM experts with 3.5 million records under management

Affiliate Management:

Publisher powerbase generating strong returns for our advertisers

Technology:

XML/Data Feeds/Comparison Tables/Web Services/iFrames/SMS



About Aspect

- A formidable team boasting over 25 years combined digital marketing experience.
- We turn possibilities into measurable campaigns ensuring quality results and positive ROI.
- Considerable experience managing blue chip & branded affiliate programmes, many of them *exclusively*.
- Specialists in pay for performance marketing:
 - Cost per Sale / Acquisition
 - Cost per Lead
 - Cost per Click
 - Cost per Call



Lead Generation

- Volume lead supplier employing huge inventories across:
 - Email
 - Banner
 - Social Media
 - Search Engines
 - SMS
- Leads can be generated for a variety of purposes:
 - Customer Acquisition
 - Email lists / Newsletters
 - Brochures



Lead Generation

- Range of customer details can be collected including:
 - Contact Details
 - Age
 - Gender
 - Geographic Location
 - Employment Status
 - Residential Status
 - Income
 - Credit History

Lead Generation

- Aspect differentiates itself by delivering qualified and validated leads in real time through a variety of means:
 - XML web services
 - HTTP Post
 - Custom API
 - Or simple CSV
- By use of proprietary media buying strategies we can make a real difference to the volume and quality of your acquisition goals.



Email Marketing

- Aspect is one of the largest acquisition-based email marketing companies in the UK.
 - We manage an in-house database of 3.5 million.
 - We attract live data every day and are able to segment and target quality customers.

Email Marketing

- Aspect delivers CPL/CPA and CPM campaigns, tailored to suit your needs.
 - Our broadcasts reach over 100 million customers each year.
 - We generate tens of thousands of leads every month for:
 - Credit Cards
 - Life Insurance
 - Debt Management / IVA
 - Mobile Contracts
 - Utility Switching
 - Test Drives
 - And More



Email Marketing

- Need to improve your existing email strategy?
 - Our email professionals can guide you through:
 - ❑ Deliverability
 - ❑ Email Sending Platforms
 - ❑ Data Hygiene
 - ❑ Customer Retention
 - ❑ Server Management
 - ❑ IP & Domain Reputation
 - ❑ Email Best Practice
 - ❑ Creative / Newsletter Design



Affiliate Marketing

- Aspect maintains an invite-only, premium affiliate network.
 - Membership is based on volume and quality of traffic.
 - Each new affiliate is vetted to ensure compliancy.
 - Invitations are revoked if affiliates fall below monthly minimum quota.
 - Our publishers are at the pinnacle of all specialist verticals including email, social media, PPC and SEO.
- Aspect deals with many Tier 1 finance publishers offering unparalleled reach to deliver campaigns effectively.



Affiliate Marketing

- For our affiliates and publishers we offer:
 - Exclusive offers
 - Best Payout
 - Regularly updated creative and banner inventory
 - Pixel placements (where possible)
 - No scrub deals
 - Regular payment terms
 - Full technical support and promotional advice
 - Tiered payment structures & bespoke commission



Technology

- **XML:** Comprehensive finance feeds give publishers the ability to populate sites with relevant, regularly updated information
- **Genuine cookie-less tracking:** Lead generation without the encumbrance of redirects and tracking pixels – simple delivery and reporting interface
- **Comparison tables:** Pre-built finance comparison tables which automatically update with new campaigns and changes
- **Web Services:** Sophisticated publishers can make use of a variety of lead posting instructions, customisable forms and iframes
- **SMS:** Live data posts of mobile phone data can be monetised added value



Contact Us

Aspect Web Media Ltd
Diamond House
Vulcan Road North
Norwich
NR6 6AQ

Jonathan Erwin
Marketing Director
P: 01603 402453
M: 07833 254186

W: www.aspectwebmedia.com
W: www.theaspectnetwork.com

