



## Financial Services Marketing Program

## Complete Response Pro™ Marketing System

Vertical Direct Marketing Solutions, Inc. has been providing superior ROI direct response and direct-yield marketing solutions for clients across the U.S. for over a decade. This experience has led to the tried, tested and proven superior marketing system – Complete Response Pro™ created to ensure that you are delivered maximum return on investment through each of the most important facets of marketing:

1. Viral – more length of time in circulation better the overall net yield
2. Impact – Tried and true designs proven effective over years of implementing
3. Personalized – Data-driven offers and personalized information to increase driving up response rates

We have taken the “guess work” out of how to reach your targeted prospective clients in an ever-competitive marketing landscape. **SEE LAST PAGE FOR ACTUAL PROGRAM RESULTS.**

The Complete Response Pro™ Marketing & Management System controls and delivers client marketing management, branding compliance, purchases, shipping, fulfillment, quality control and effective business management for any industry that is capable of handling an effective marketing lead-generation program nationwide.

### Complete Response Pro™ Includes:

1. Tier 1 Credit Data (the most effective way to reach your target EVERY TIME)
2. Direct Response Marketing Solutions
3. Internet Lead Capture Landing Page and Forward to your existing website
4. Telecapture Call Tracking & Online Training System

## Tier-1 Credit & Modeled LTV Data

Nothing is more effective than the Vertical Direct Tier-1 Data Selects direct from Equifax and Experian. VDMG Inc. also provides the finest in modeled property and consumer data to hone in on your specific buyers. Vertical Direct is one of the few companies in the U.S. that has a license to pull Tier 1 Daily Feed Credit Data. What does this mean? When you are actively handling a case or file you can be assured that they are qualified to take advantage of your offer – each and every time. Your marketing dollars are spent effectively at each and every phase of the program we launch.

*“Most marketing companies have limited access to the **best data** which are often as old as 45 days old and only as fresh as 30 days old. What this means is the modeled and unfresh data sets that are delivered net out half of a **QUALIFIED LEAD** as our data is able to generate.”*

### Tier-1 Tri-Bureau Credit Data

- Name, Address, City, State, Zip
- Record ID#, LTV
- Purchase Date, Home Value, Purchase Price
- Beacon, FICO, Mortgage Balance
- Days Late, Credit Cards Balance
- Revolving Debt
- And Much More!

### Modeled Property & Consumer Data

- Accurate LTV and Property Information
- AVM (Auto Valuation Modeling)
- Updated Weekly for Accuracy
- Property & Consumer Information
- Buying Habits and Demographics

# Direct Response Marketing System

- Data Processing
- Mail Processing
- Design
- Printing
- Postage
- Postal Tracking

a. File Number: «PREQUALNUM»	b. RE: National Debt Relief Initiative Processing	2009
ABC Debt Settlement 1234 Financial Avenue Suite 300 San Diego, CA 12345		d. Phone: «PHONE»
d. Account #: «PREQUALNUM»		h. State Code: «STATE»
«DEL» «SCNDPCKMT» «JOB_NUM» «FIRST» «LAST» «ADDRESS_3» «CITY» «STATE» «ZIP»-«PLUS4»  «ZIPDP»		c. Notice Type: CED-S
		f. Creditor: «CREDITOR»
		HR5140-CED-S «PREQUALNUM»
		PROGRAM QUALIFICATION: \$«REVDEBT»

**RE: NATIONAL DEBT RELIEF INITIATIVE** FORM-D210e  
PLEASE READ ENTIRE DOCUMENT CAREFULLY

You should know that you may be eligible for as much as \$«REVDEBT» in debt relief through the National Debt Relief Initiative. This initiative was instituted on August 25, 2008 to assist people who meet the following conditions:

- You have \$25,000 or more in unsecured debt.
- You are employed and have a viable source of income.
- Your current monthly debt payments have become a financial burden and need our assistance.

**If you meet these conditions, please contact us immediately at «PHONE» and reference your account number «PREQUALNUM» prior to «EXP\_DT».**

Debt relief received through the National Debt Relief Initiative applies only to unsecured debt types such as credit cards, medical bills, personal lines of credit, business lines of credit and auto repossession loans. A live professional debt settlement arbitrator will be able to assist you. The National Debt Relief Initiative provides you with the opportunity to reduce your debt by connecting you with a professional debt settlement arbitrator who will contact your creditors on your behalf to negotiate up to a 50% reduction in your debt and a 50% reduction in your monthly debt payments.

Please have your account number «PREQUALNUM» ready along with your total unsecured debt amount prior to calling the National Debt Relief Initiative at «PHONE».

CALL: «PHONE»	FAX: «FAX»	ONLINE: «WEB»	SEND: Detach below and mail
------------------	---------------	------------------	--------------------------------

**ABC Debt Settlement**  
1234 Financial Ave. Suite 300 | San Diego, CA 12345 | Se Habla Español

File #: «PREQUALNUM» «FIRST» «LAST» «ADDRESS_3» «CITY» «STATE» «ZIP»-«PLUS4»	<input type="checkbox"/> Please contact me to confirm my eligibility to participate in this Authorized Program. Best Time To Contact: <input type="checkbox"/> Mornings <input type="checkbox"/> Afternoons <input type="checkbox"/> Evenings
---	---

\*This product has not been approved or endorsed by any government agency and this offer is not being made by an agency of government. This is not a promise to lend. Rates and terms are subject to change. Existing consumer debt and settlement amounts are estimated and may vary based on individual situations.

From Article at GetOutOfDebt.org

Data Driven Personalized Information Throughout

Qualification

Targeted "Need" Offer Trigger

Multiple Benefits Of Program

Multiple Response Options To Get To Your Business

"Consumers buy differently – no different here!"

\*Design is not an exact representation of your piece. We customize designs to fix your individual business.

# Internet Lead Capture Landing Page

- Your companies logo
- Drives response online from mail
- Captures your target market info

Official looking interface to lend credibility and help consumer feel at ease

Your companies contact information and branding

Complete LEAD CAPTURE with all proprietary fields

Verify button that send confirmation via email to consumer

**PRE-APPROVAL VERIFICATION SITE**

To Verify Your Pre-Approved Status, Please Enter Your  
**EMAIL ADDRESS**  
 and your  
**PROPERTY ID**  
(Located in the upper left of your notice)  
 or your  
**PRE-QUALIFICATION AUTHORIZATION NO.**  
(Located in the lower right of your notice)

NAME  
 EMAIL ADDRESS  
 PHONE NUMBER  
 PROPERTY ID  
 CURRENT HOME VALUE ESTIMATE  
(in United States dollars)  
 MORTGAGE BALANCE  
(in United States dollars)  
 NUMBER OF MONTHS PAST DUE  
 PRE-QUALIFICATION AUTHORIZATION #  
 COMMENT ABOUT YOUR HARDSHIP

\* (Required) **CLICK HERE TO VERIFY**

Information is then captured and recorder both online for your viewing as well as through database that you can access and is sent to you

Congratulations102.  
 Your pre-approved status has been confirmed.  
 Name : brenna  
 Email : [brenna@vertdirect.com](mailto:brenna@vertdirect.com)  
 Phone Number : 8587589548  
 Property ID :  
 Current Home Value Estimate : \$  
 Mortgage Balance : \$ 225,625  
 Months Past Due : 0 (months)  
 Authorization Number :  
 Comments :  
 Please call 1-866-810-8661 to speak with a stimulus specialist at your earliest convenience102.  
 ([Click here](#) to submit another verification, if desired.)

The database is captured and emailed to you daily to keep you up to date on new leads

**ADMINISTRATION SECTION**

HOME LEADS MEMBER'S ADMIN CREATE FOLDER LOGOUT

Loss Mitigation Verification

Filter by: **TOPPRIORITY**

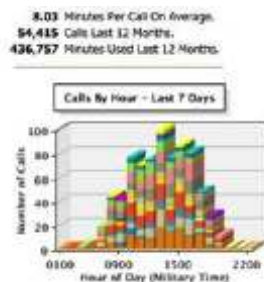
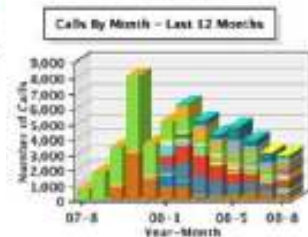
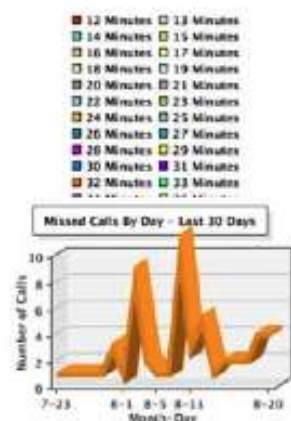
Authorization ID #	Name	Email Address	Phone Number	Action
141414	Anjali	meetaanjali@gmail.com	92063405496	D View
141414	Anjali	meetaanjali@gmail.com	92063405496	D View
141414	Anjali	meetaanjali@gmail.com	92063405496	D View
141414	Anjali	meetaanjali@gmail.com	92063405496	D View
141414	Anjali	meetaanjali@gmail.com	92063405496	D View
LL06-23521	Daron Rameyer	daron_55@yahoo.com	520-518-1479	D View
LL06-24656	Bryan Kretzberg	ll_player777@hotmail.com	8235551234	D View
LL06-23433	Jessi Conner	jessiconner2@hotmail.com	602-863-2286	D View
LL06-21564	Tanya Magnusd	ladadreganfi@gmail.com	852-488-5730	D View

Export List

# Telecapture Response Tracking

- Track every single call from ALL marketing
- Date, time, duration, NDC List notify
- Records entire call from ring to hang up
- Marketing & demographic information
- Complete demographic & analytics to plan your business around

2,277 Unique Callers This Month.  
 40,066 Unique Calls Last 12 Months.  
 1.36 Calls Per Caller On Average.



Current View Is From 08/14/2008 To 08/21/2008 Refresh View

100 Pages / 992 Records << 1 2 3 4 5 6 7 8 9 10 >> Records Per Page 10

Qty Calls | Number AE 792 Unique Callers All Times Pacific

Number	Time Stamp*	M:SS	Action	R/C	N/C	Caller ID	Name Address City State Zip [Income/Expend]	Type	Record	Digits
VA_(B)-AUG FHA #10 Test	08/21/08 10:58 AM TH	0:00	In Progress	0		510.282.0508	LIEBENGUTH MARK Oakland, CA			
JURBO_(B)	08/21/08 10:52 AM TH	0:17	Answer	1		406.697.3237	BELLINGS MT Billings, MT			
Conforming_(A)	08/21/08 10:52 AM TH	0:00	In Progress	0		858.774.8399	SOMES GLENN Rancho Bernardo, CA			
VA_(A)-AUG CONF #10 Test	08/21/08 10:50 AM TH	0:00	In Progress	0		310.631.6881	DAVIS GUSTAVIA Compton, CA			
Fix_ALL	08/21/08 10:50 AM TH	0:16	Answer	1		310.631.6881	DAVIS GUSTAVIA Compton, CA			
Conforming_(A)_OR/UT	08/21/08 10:49 AM TH	0:00	In Progress	0		503.434.5441	Douglas N & Candice A White 808 SE Davis St McMinnville, OR 97128	[52K/44K]	RES	
VA_(B)-AUG FHA #10 Test	08/21/08 10:48 AM TH	0:00	In Progress	0		916.608.9792	A & J Viloria 131 Casselman St Fullerton, CA 95630	[93K/66K]	RES	
JURBO_(A)-AUG-HM #	08/21/08 10:42 AM TH	1:29	Answer	1		435.830.9556	PAINTER CARMA Tooele, UT			
Conforming_(A)	08/21/08 10:38 AM TH	5:00	Answer	1		510.745.8418	William C & Lawrence Tam 34239 Filwood Ter Fresno, CA 94355	[104K/72K]	RES	
ARM_(B)-AUG FHA#	08/21/08 10:33 AM TH	1:11	Answer	1		801.250.2732	Ramiro Estrada 7844 Sharon Dr Mogia, UT 84044	[53K/45K]	RES	

100 Pages / 992 Records << 1 2 3 4 5 6 7 8 9 10 >> Prev | Next



## Return On Investment : Total Program

Financial Services Marketing Program							
Program	Sequence	Total Qty.	Total Responses	Cost Per Response	Resp%	Conversion %	Total Client Yield
Direct Response Marketing Program	1	10,000	189	\$ 31.75	1.89%	16%	!"#\$%&#
Internet Landing Page w/ Lead Capture	2	na	55	\$ 25.53	2.45%	10%	!('\$)##
<b>Total Aggregate</b>		<b>10,000</b>	<b>255</b>	<b>\$ 26.94</b>	<b>2.55%</b>	<b>22%</b>	<b>\$104,520</b>

**\*\*based on per case value of \$3,000.**

**\*\*Above are actual campaign results**

### SUMMARY:

Total Qty. = 10,000

Total Cost = \$6,000

Average Cost Per Response = \$26.94

**Total \$ Return = \$104,520**

**Total Campaign ROI = 1600%**

## Packages & Pricing

<b>Program</b>	<b>Size</b>	<b>Format</b>	<b>VDMG Price Point</b>	<b>Discount Pkg. Pricing</b>
Direct Marketing Piece	8.5" x 11"	Snap Pack	\$5,500	included
Tier 1 Data with Phone Numbers Where Available			\$1,100	included
Internet Landing Page with Lead Capture and Your Company Logo			\$1,500	included
<b>Total:</b>			<b>\$8,100</b>	<b>\$6,000</b>
			<b>If Purchased Individually</b>	<b>Package Price</b>

**Package & pricing above includes:**

- 10,000 Direct Marketing Pieces
- 10,000 Tier-1 Data Records w/ Phones Where Available
- Internet Landing Page w/ Lead Capture & Your Company Logo
- Telecapture Tracking System