



**SIRIUS MARKETING CORPORATION**  
Hawaii, USA

# **PROGRAMMATIC MARKETING SOLUTION**

SiriusTraffic.com provides your business with the ability to reach new audiences and effortlessly penetrate global markets in real-time. Our exclusive programmatic marketing platform utilizes powerful artificial intelligence to target audiences based on consumer behavior and activity in unique ways. With our proprietary retargeting and automated optimization, advertisers can reach their desired audiences in the right place, at the right time, with unparalleled precision and efficiency.

Our private ad exchange serves more than 100 million unique visits every month. Our operation is fueled by a power base of over 30,000 direct publishers, over 100,000 websites and mobile apps, and is controlled via our programmatic ad serving technology. Advertisers use image and text creatives to create campaigns. Our ad platform finds an audience for the ads and then programmatically serves those ads to that audience. All of this is done without using other ad exchanges or relying on the conventional technologies of other entities or parties. SiriusTraffic.com is effectively the world's first and only Programmatic Monetization Environment (PME).

The SiriusTraffic.com platform is designed to do the thinking for you. Advertisers simply upload their ad banners and/or set text ads. Our advanced artificial intelligence does the rest. Our A.I. optimizes your ad campaigns like an expert digital marketer. It will accurately split-test creatives, landing pages, and funnels to find the ones that perform the best while redacting the ones that are not as lucrative. The end result is higher yields at lower cost and controlled risk.

## **Why Choosing Sirius Traffic Is The Intelligent Decision For Your Marketing**

Imagine that you have a product or service and of course you need to sell that product or service. You want or need to sell this product or service over the Internet. How do you do it? Where do you start? Okay, so, you have a product or service and you have a beautiful website to sell this product or service. Now what? Well, you have several options. Search engine optimization or SEO for short is one option. SEO can take weeks or months under the convention unless you are using our Phoenix SEO service to get rankings within 1 week. There's email marketing but what if you don't have a list? You just spent time and money developing a product or service and your website. It's a new site. You don't have a targeted list yet. Well, you could pay for solo ads but that can be hit or miss. You could pay to have a list built for you but that can be too expensive for most businesses. So, what options do you have now? This is where SiriusTraffic.com comes into the picture. With SiriusTraffic.com you can pay for performance. For example, if your profit is \$20 and your ad campaign is costing you only \$3.00 per sale, you make \$17. Other digital marketing options would cost you more per sale and that would eat into your profits. With SiriusTraffic.com you can control risk, minimize your advertising costs, build your brand, and get the best performance possible while building a targeted audience at the same time.

## **The Sirius Traffic Advantage**

One of the advantages of marketing on our ad intelligent platform is something called "Smart Pricing". Smart pricing is the result of one of the artificial intelligence algorithms that are built into the system. The purpose of this function is to control risk and maximize your returns. This is one of the unique features that makes marketing at SiriusTraffic.com an advantage over any other ppc traffic network. Our system goes beyond the concept of automation. It actually thinks for you. The Smart Pricing feature ensures that our traffic is clean, targeted, and performs well. Our traffic comes from the placement of ads from our system on thousands of mobile apps, niche websites that rank well in the search engines, and blogs that are consistently shared across social media networks. These websites are also shared across social sites, forums and other kinds of websites. Because our system is designed to make money, it targets actions or conversions, not just clicks. If any of our publishers provide traffic that doesn't convert well, our system will decrease that publishers earnings and drop his earnings down to 1 penny per click regardless of what the advertisers bids may be. This discourages publishers that have poor quality traffic but it doesn't stop there. The Smart Pricing feature actively monitors publisher traffic quality closely to see if the traffic quality improves. If the traffic quality does not improve, the system will make it so that that publisher will not receive anything for the traffic delivered and advertisers will not be charged for any clicks. The publisher can then only earn from actions or conversions that are detected by our system. There is a persistent 48-hour cycle and window for a publisher's traffic to continue delivering quality. In other words, publisher ad zones must deliver actions or conversions every day in order to earn well. Advertisers are not charged for impressions. This is the Sirius Traffic advantage. Your advantage is that you can pay for performance by doing business with us.

## **The Programmatic Marketing Solution**

All businesses face marketing challenges. A business can have the best product or service and still have to deal with the lack of sales or low revenue. This is the problem that is present in all businesses throughout history and will remain so forever into the future.

It is absolutely necessary for a business to make sales in order to grow and yield profits. Because of this, too much emphasis is placed on the sale itself and not what is required to make the sale. Imagine, trying to catch fish with your bare hands or Winnie The Pooh going straight for the honey without regard for the bees. In either circumstance, you can clearly see the source of the problem which is the fact that most businesses are so focused on the outcome that they ignore, overlook, discount or diminish the importance of the lead generation process. Leads are the lifeblood of any business.

We've all heard the phrase, "the lead comes before the sale" and that is true. What's also true is that the lead generation process comes before the lead. So, if leads are the lifeblood of any business then the lead generation process is the heart that pumps that blood. We think from the customer or client experience and perspective first. We always consider the quality of the experience and level of required engagement. Maintaining a focus on targeted lead generation is the difference between maintaining your revenue problem or solving it.

The SiriusTraffic.com Programmatic Marketing Solution is a highly efficient way to generate the leads that your business needs in order to make the sales that positively impact your revenue. This unique solution utilizes the power of combining the latest strategies and best practices, proprietary technology, our exclusive team of analysts, creative designers, proprietary technology, and our global network to consistently reach new audiences and seamlessly penetrate new markets. What makes our business unique is that we are the only marketing company in the world that owns and controls every resource needed or required in order to solve your lead generation problems. The benefits of our Programmatic Marketing Solution are higher lead conversion rates, increased ROAS, and controlled risk.

## Psychographic Marketing

Psychographic Marketing allows you precisely convey your message and your offer by appealing to the innermost needs and desires of your audience. This is achieved by tapping directly into the psyche of the people you are targeting. With Psychographic Marketing, you don't need a email list or hard-selling. Psychographic Marketing Tactics and techniques take full advantage of the way that people's minds work. It's like using powerful black magic to improve your marketing campaigns. Conventional funnels, methods, and strategies are obsolete compared to psychographic marketing.

Every marketer, entrepreneur or business owner that deploys psychographic marketing tactics has a tremendous advantage over any competitor, whether offline or online. Masterful application of this timeless art composed of pure skill is unparalleled in its potency and efficacy.

Consulting with [SiriusTraffic.com](http://SiriusTraffic.com) will provide your business with actionable and scalable psychographic marketing information and techniques that can be immediately implemented in your marketing campaigns. Consulting is provided via phone or online meetings.

## What We Do

Your company cannot afford to continue losing ground to its competitors as it expands its marketing efforts, especially operating in the highly competitive digital environment of the modern world. We will help your company to:

- Create a compelling digital presence that drives targeted traffic and leads to your business.
- Connect with your target audience across multiple digital channels and deliver them to your business.
- Systematically build meaningful relationships with your target audience and leads for the purpose of converting them into customers or clients through the use of programmatic lead and sales funnels.
- Use collected data and data mining to better understand your target audience and to optimize your marketing strategies over time.

If your company does not invest in developing a strong online presence with our help, it will continue to miss opportunities to reach and capture your audience, capitalize on current or emerging trends, and fall behind the top competitors in your market or industry. Our Programmatic Marketing Solution prevents continued loss of market share while helping to grow your company's brand and revenue.

## Scope of Service

SiriusTraffic.com's full service programmatic marketing solution will deliver the following results for your business:

- **Develop A Cohesive, Compelling Online Presence**

Digital marketing offers access to many different traffic channels. By presenting a consistent, compelling image of your brand via digital content, advertising, and social media, we'll help you make the most of every traffic channel to reach your target audience.

- **Implement Strategies To Generates Leads and Convert Them Into Customers**

Getting people to come to your store location is great, but that isn't valuable unless a good portion of it turns into leads and customers. That's why our team will develop a marketing strategy to reach visitors across multiple channels. Executing this strategy will allow our team to drive more visitors to your your store, increase customer interest, nurture relationships, and turn browsers into buyers.

- **Launch Performance Marketing Campaigns That Target Your Audience**

You have a vision and it's our job to turn your vision into a reality. We'll work with your team, listen to your ideas and turn them into actionable aspects of the ad campaigns we deploy. You'll get to review the setup of your ad campaigns, asking questions and offering feedback along the way. We won't stop until we know that the ad campaign we design expresses your brand and message in the most effective manner possible.



- **Optimize Ongoing Marketing Efforts Through Data and Customer Feedback**

A lot of digital agencies offer “set it and forget it” solutions, but we don’t operate that way. We rely on our expertise and the information at hand to develop a digital marketing strategy and put it into action, but we don’t stop there. We’ll execute ongoing marketing initiatives, relying on analytics and customer feedback to make campaigns even more profitable over time.

To meet your company’s needs, as outlined above, our Programmatic Marketing Solution includes:

### **Design of Effective Digital Marketing Creatives & Lead/Sales Funnels**

SiriusTraffic.com will work with your company to hear its ideas about how best to connect with customers. Then, our designers will design creatives that match your company’s vision and showcase your business in the most appealing and compelling ways possible. Your company’s creatives and lead funnels will be responsive and adaptive, allowing easy access for visitors using computers, tablets or smartphones.

### **Creation of Content to Reach New Visitors and Generate Leads**

SiriusTraffic.com will use its SEO expertise to generate a list of effective keywords and create content to target them. This will help your company to expand its online presence and reach new visitors via organic search engine traffic. We will create and deploy unique content every week to continue these efforts. Targeting additional keywords as they trend in real-time will effectively optimize your company’s web presence while staying abreast of search engine best practices.

## **Social Media Profile Creation and Management to Bond with Potential Customers For The Purpose of Enforcing Your Brand, Driving Traffic, & Generating Leads**

SiriusTraffic.com will create social media profiles for your company if needed, as well as provide ongoing management of your social media profiles. SiriusTraffic.com will update these with content designed to build profitable relationships with your company's target audience. SiriusTraffic.com will operate all social media platforms in a voice that reflects your company's unique brand.

## **Programmatic PPC Ad Campaign Management**

Our company will deploy the ad campaigns that we design on our programmatic ad server. This allows you to reach new audiences in real-time with the ability to penetrate almost any market with unmatched precision and risk control.

## **Ongoing Marketing Initiatives To Raise Your Company's Digital Profile**

SiriusTraffic.com's team will engage in ongoing marketing initiatives to grow your company's presence online. SiriusTraffic.com's creative team, tech experts, and analysts will work together, creating ongoing social media initiatives and SEO-optimized content to drive traffic, generate leads, and convert leads into customers.

SiriusTraffic.com will monitor all data and analytics, solicit customer feedback and adjust its strategies to exploit any opportunities to help drive traffic and generate leads for the purpose of growing your revenue. We will also deliver a weekly performance report to your company detailing all marketing efforts and key performance metrics.

## **Comprehensive Digital Marketing Strategies That You Understand**

We'll work with you to get a clear idea of your vision, offer our marketing insights, and develop effective digital marketing strategies to help you reach your business goals.

Our strategies are simple but effective and are tailored to meet the needs of your business model.

## **Creative Design**

Our in-house designers will turn your vision into an effective digital presence. You'll be able to watch the progress and offer real-time feedback to ensure the end product matches your expectations. Then, we will launch your website, taking it live with a foundation of content (specifics to be decided in strategy meeting) created by our design team.

## **Implementation of SEO and Social Media Marketing Strategies**

When the campaign goes live, our team will put our marketing plan into action. We'll manage your social media profiles on an ongoing basis, connecting with potential customers and drawing them to your website. We'll also create SEO-optimized content each week for you. These initiatives will establish a compelling digital presence and draw visitors to your website.

## **Reporting, Analysis, and Optimization**

We'll continue our marketing efforts and progressively assess performance. By focusing on analytics and soliciting customer feedback, we'll get insight into how to make our marketing even more profitable for you. We'll deliver a report to you on a weekly basis detailing our initiatives, results and plans to make our strategies even more effective.

## Service Rate

<b>Programmatic Digital Marketing Solution:</b>	\$497 for the first month and \$297/month thereafter
<b>PPC Ad Budget:</b>	\$(To Be Determined, Not Included)
<b>Project Total:</b>	\$1,091 USD
<b>Contract Term:</b>	3 Months

*For the purpose of convenience and integrity, all rates, scope of work, and terms are non-negotiable.*

## Next Steps

To take advantage of this proposal and proceed with the programmatic marketing solution as outlined, your company's next steps are as follows:

- Accept this solution as is
- Finalize with our company and sign below
- Send the signed copy to: [marketing@siriustraffic.com](mailto:marketing@siriustraffic.com)
- Receive project invoice
- Submit initial payment of \$497

When the initial payment is made, SiriusTraffic.com will contact your company to make introductions, schedule a project launch meeting, and gather information before beginning the project.

## Terms and Conditions

Once the initial project fee is paid in full to SiriusTraffic.com, any elements of text, graphics, photos, contents, trademarks, or other artwork furnished to your company for inclusion in this project are owned by your company.

SiriusTraffic.com assumes that your company has permission from the rightful owner(s) to use any code, scripts, data, and reports that are provided by your company for inclusion in its materials and will hold harmless, protect, and defend SiriusTraffic.com from any claim or suit arising from the use of such work.

SiriusTraffic.com retains the right to display graphics and other web content elements as examples of their work in their portfolio and as content features in other projects.

Any work in addition to the project scope will be subject to additional billing.

This agreement becomes effective only when the final contract is signed by an agent of your company. Regardless of the place of signing for this agreement, your company agrees that for purposes of venue, this contract was entered into in the state of Hawaii and any dispute will be litigated or arbitrated in Honolulu, Hawaii. The agreement contained in this contract constitutes the sole agreement between your company and SiriusTraffic.com regarding all items included in this agreement.

Accepted by: \_\_\_\_\_

Signature: \_\_\_\_\_

Company: \_\_\_\_\_

Date: \_\_\_\_\_