

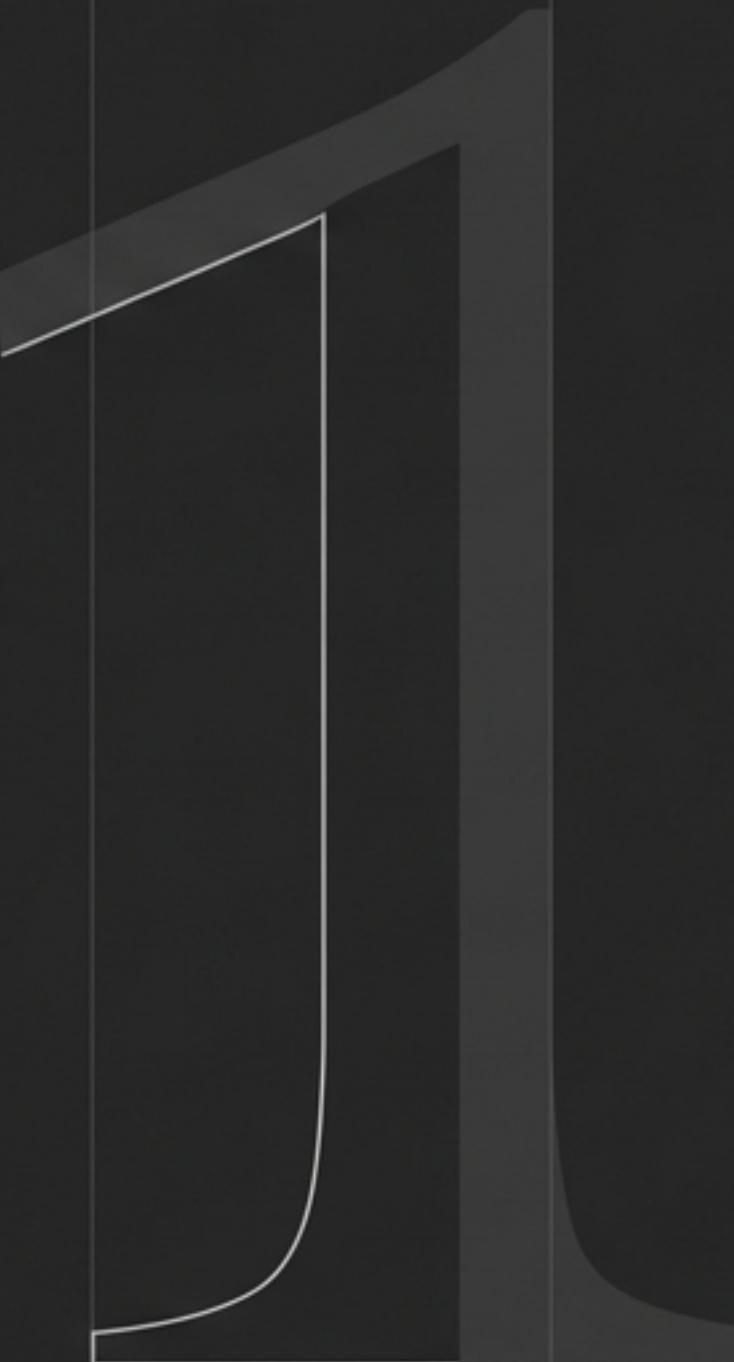


# Exclusive First-Look Traffic

Capture borrowers before  
the market sees them.

- ↗ **Direct Publishing at Scale:** We deliver exclusive, real-time borrower traffic for installment lenders.
- ↗ **The Advantage:** Get first-look priority and own the lead before it hits networks or aggregators.

**STOP COMPETING FOR RECYCLED LEADS.**



# Direct Publishing Channels

Generating borrower demand through high-intent performance media.



## Email Marketing

High-volume campaigns.

Lifecycle targeting.



## SMS Marketing

Real-time engagement.

Fast conversion.



## Paid Search (PPC)

Capturing active intent.

Targeting borrowers actively searching for loans.



## SEO / Organic Search

Compounding demand generation.

Long-term stability.

# Delivery Models

Built to fit your funnel and tech stack.

## API Delivery + Custom Routing

For real-time filtering and complex logic

## Tracked Clicks / Redirects

Using SubIDs for attribution

**MARKET  
BULLET  
ENGINE**

## Additional Formats

Pre-Lander Clicks, Offer Wall, Form Leads

## Ping / Post

Real-time bidding (RTB)  
standard protocol

Real-time optimization for acceptance + funding.

# Performance & Scalability

## Built for Funding Performance



- We optimize for **funded loans**, not raw lead volume.
- **Metrics:** Predictable volume for Prime and Subprime programs (Installment, Personal, Short-Term, Credit Builder).
- **Buying Models:** **CPL**, **CPA**, or **Hybrid** options.

## Compliance & Quality



- **Standards:** **TCPA-friendly** outreach with **clear opt-ins** and disclosures.
- **Management:** Active suppression and opt-out management.
- **Control:** **Brand-safe** publishers and traffic controls aligned to lender requirements.