



## **Inter/Media Interactive™, an Inter/Media Company**

***7 in 1: First Company to Aggregate All 7 Key Web Services Under 1 Roof***

### **Maximizing the ROI with Savvy Web Strategies**

A smart marketer today is going to want a variety of web-based sales-driving tools in his arsenal—online media buying, search engine marketing, search engine optimization, email marketing, affiliate marketing, email marketing, web advertising sales and web design. But until recently, that might mean driving all over town, since there was no one company that did it all.

Until now. Inter/Media Interactive™, one of the Inter/Media Companies, has been created to do all that under one roof for its clients.

Landing one of the leading innovators in the field, Todd Geller, as Senior Vice President, Inter/Media Interactive is off and running with a wide slate of clients that encompass True Credit, Marinello Beauty School, LifeAlert, Video Professor, Splash News, Dakim, Bids4Spots, Matthew Lesko, Bret Saberhagen Make a Difference Foundation, Pinklight, Dynasis Card, Baby Concerts, Medgen and Overboost.com.

“We not only provide the most comprehensive suite of services in the online advertising business, but we make ROI a mantra here,” said Geller. “Metrics rule. We are always evaluating the best ways to maximize dollars. Some of our clients use us for only one service, but increasingly others are engaging us for multiple areas because we deliver results.”

Because Inter/Media Interactive is a subsidiary of a leading advertising agency that specializes in direct response, the call to action is a common denominator. Geller knows how to drive traffic. He brings more than 14 years of online advertising experience to Inter/Media Interactive. Geller was the former president of Longview Media/Internetfuel, in charge of one of the largest online networks in the country and was instrumental in creating the third largest online advertising network in the world, serving close to 40 to 100 million impressions a day with a viewership of 35 million. He was further instrumental in creating online campaigns for nearly 350 different clients. Most recently, Geller was the media director for Reunion.com. Notably, technology has been his hallmark.

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“Todd has a diversified online background including the development of technology that was behind the behavioral and contextual targeting advertising on the Internet,” says Sydney Yallen, Chairman and CEO of the Inter/Media Group of Companies.

Dynamic new technologies applied at Inter/Media Interactive include:

- The company’s proprietary Search Engine Optimization Solution which incorporates key word selection and expansion, site design and architecture, content development, linking tactics, complete analysis and comprehensive reporting
- The Website Dashboard, which offers a variety of services including tracking where the customer goes on the site and when he or she drops off
- Click Fraud Technology, which checks and corrects incorrect information submitted by leads
- Keep-A-Deal, a process that will help retailers and lead generators retain and convert users that have decided to abandon their purpose on the site.
- InstaLead Verification, which Inter/Media Interactive offers at half the rate others charge

Buying media online is another strength of the business unit. Inter/Media Interactive has a vast online network of 75,000 sites that it can tap on behalf of clients. Geller notes that the company has also become proficient in the rapidly changing field of search engine marketing, creating just the right messaging on a cost-per-click basis at each of the key search engines—Google, Yahoo, MSN, etc--to drive customers back to the client’s site. The team monitors the effectiveness of each key word and can make immediate changes in order to improve ROI.

The Affiliate Marketing service offered by Inter/Media Interactive is another great value to clients because advertisers only pay commission to “affiliate websites” for successful leads or sales. Alternately called "Performance Based Marketing," it pays affiliates for referring business to the advertiser. Inter/Media Interactive tracks Cost Per Lead and Cost Per Acquisition and creates a Hybrid model that can encompass both The company’s highly regarded affiliate tracking and management technology has fraud detection, real-time optimization, comprehensive, detailed analytics and advanced reporting.

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The Web Design team can make changes, develop new sites and provide the right look and feel to a client's website to optimize traffic. Additionally, they know how to develop compelling click-to-action strategies and branding messages that can be applied at a greatly reduced price to maximize ROI. To compliment the selling power of the site, Inter/Media Interactive's creative team also devises persuasive opt-in email and viral marketing campaigns to drive people to the site, sell product or increase brand awareness and allegiance. The company's email solution is all can-spam compliant and tracks "opens," "clicks" and ROI.

"Our expertise is to convert, brand and bring about a return on investment using the depth of accumulated wisdom of our staff, which is entirely in house. Our unique technology and resources will help cost effectively grow the business of Inter/Media Interactive's clients," said Geller.