



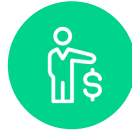
# Why Brands Choose Madrivo



## New Customer Acquisition

Proven process with decreased risk and higher value:

### RETURN PER \$1 AD SPENT

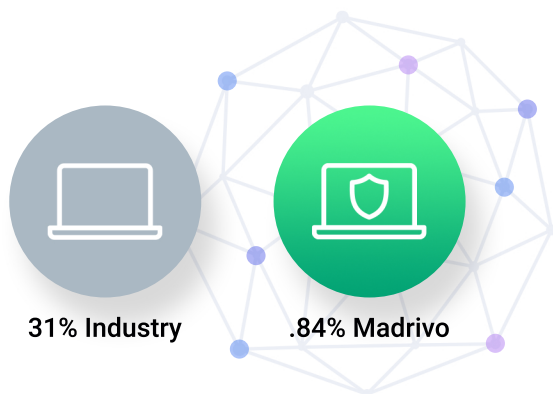


## Pay Only For Results

As an advertiser, you only pay when you achieve the KPIs and results you've set.

- The right pricing based on traffic source
- Mutually beneficial conversion points (filters, qualifying consumers in real-time)
- Multiple payout structures (CPS, CPC, CPL, CPM)
- No upfront cost

### AVERAGE FRAUD RATE



## Reduce Risk For Your Brand

Reduced risk while delivering traffic at scale. Madrivo has a low abuse rate and fraud rate of 0.84%, which is 36 times less than the industry average. With collaboration between an in-house legal counsel and the compliance department, Madrivo is able to keep clients safe and ensure best practices in the industry.



## Gain Access to Exclusive Traffic Sources

Clients rely on Madrivo to provide them with exclusive traffic sources and multiple traffic channels (email, display, native, social, search, mobile and push notifications) to generate valuable leads and engaged customers. You will feel confident knowing Madrivo's high quality traffic sources are not only compliant, but scalable to meet your goals. With over 3,000 tested and run campaigns, advertisers trust Madrivo's knowledge and the 10+ years of industry experience offered to them.

## Experience First-Class Customer Service

You will be given 24/7 support with the Madrivo Tech Team. You can also rely on Madrivo to provide you with:

- A dedicated, experienced advertiser partnership team member
- A compliance department who utilizes a proprietary compliance tracking system to ensure your campaigns are kept safe from fraud and compliant
- An analytics department to provide you with robust reporting on the performance of your campaigns



Madrivo is a top notch organization, with a focus on quality, integrity, and attention to detail. If you are truly serious about acquiring new customers via email, I highly recommend them for your marketing needs.

- Reputable Mortgage Advertiser



When compared to our full scaled CPL vendors during the same timeframe, Madrivo had the highest Quote Start Rate, Quote Complete Rate, and Conversion.

- Fortune 500 Insurance Company

## Brands We Work With

Madrivo delivers new customers across 7 of the biggest online verticals. Here's a look at the range of clients Madrivo works with:

proactiv.

American Home Shield

CreditOne<sup>®</sup>  
BANK

AT&T

CARCHEX

dish

TRAVELERS

Norton  
by Symantec

experian.

match.com

MB

DIRECTV

ADT

NutriSystem<sup>®</sup>

WILD ALASKAN COMPANY

Dr. Seuss

Liberty Mutual

DSC DOLLAR SHAVE CLUB