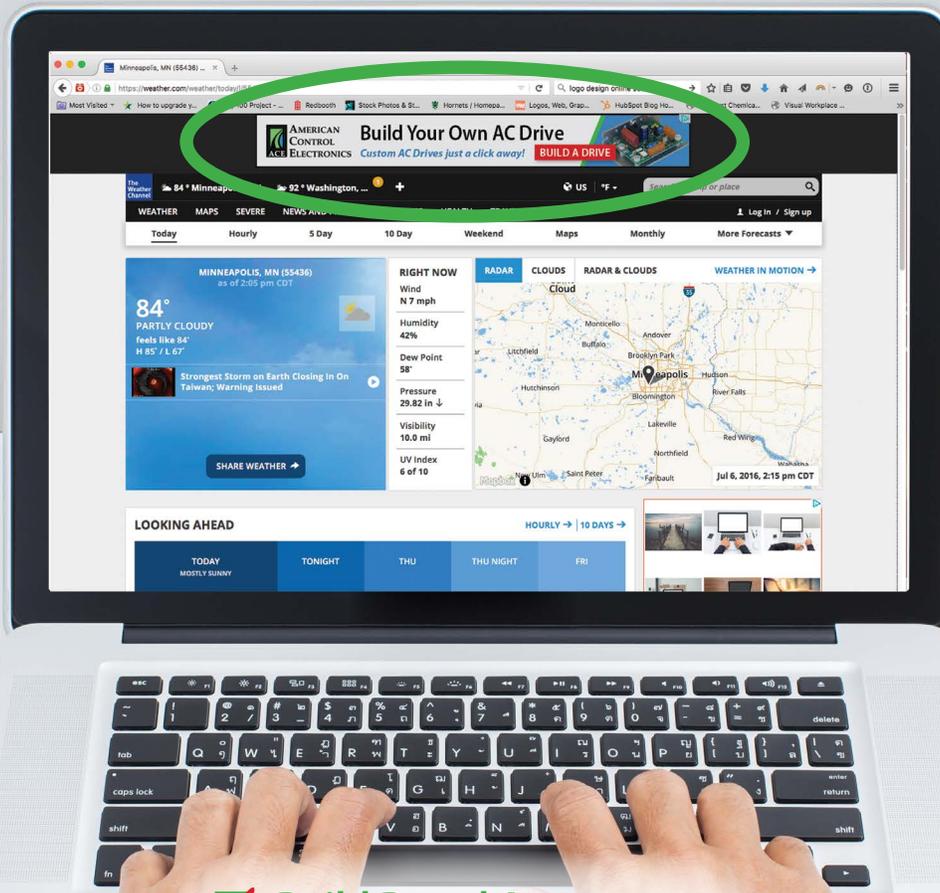


OnTarget Prospecting®

An easy to administer, cost-effective web-based ad campaign that gets your brand in front of the targeted customers & prospects of your choosing.



- ✓ Build Brand Awareness
- ✓ Drive Traffic to your Website
- ✓ Generate Qualified Leads

L+P

b2b communications / marketing for today's technologies

OnTarget Prospecting® – Connecting Your Strategic Prospects with You!

Harness Today's Digital Technology & Internet-Focused Business Environment to Your Advantage



5 Exclusive Benefits with OnTarget Prospecting®

- 1 Proactive and Targeted**

OnTarget Prospecting® enhances all your existing sales lead resources with unique, proactive programs that nurture new business opportunities specifically targeted to your audience in your territory.
- 2 Broadcast Your Message to Your Audience**

OnTarget Prospecting builds brand recognition with web advertising that reaches web users you identify by providing their email address and tracking when they are on-line.
- 3 Transform Raw Data into Powerful Prospecting Knowledge**

OnTarget Prospecting users will be notified by email shortly after a site visitor leaves your site allowing you to monitor visitor traffic to your website: how much time they spend on the site, number of page views... plus capture key information about the visitor.
- 4 Support Your Strategic Account Objectives**

Website visitors from companies that you suspect may be promising, can be evaluated shortly after their visit. If sales is aware of the account and has contacts, great. If sales feels the location is of value, but lacks contacts you can request complete contact information such as complete name, title, phone, email and physical address to increase your opportunity to penetrate the account and build your prospecting database.
- 5 Build a Detailed Contact Database**

In addition to receiving site visitor data by email on a daily basis, L&P's partnership with database resources can provide you an inexpensive and easy resource for lead contacts at the company locations of your choosing — so you can penetrate your key prospect accounts, target markets, and support your manufacturers' account/market initiatives.



John Reilly
Vice President
818.207.7175
john@longrenparks.com
www.longrenparks.com

"I've spent most of my career with Minarik/Kaman, one of the country's foremost industrial B2B distribution organizations, and I know firsthand that the programs I've helped develop with Longren & Parks, including OnTarget Prospecting, are tailored perfectly for distributors.

Longren & Parks is strategically partnered with other industry experts providing additional programs tailored specifically for distributors. As synergistic partners, our goal is to provide powerful tools for today's distribution sales effort in a competitive, evolving marketplace and an increasingly complex digital environment.

I encourage you to view the brief OnTarget Prospecting video (just follow the green button at right). I will look forward to talking with you about the needs of your business, and how we can help."

Keeping it Simple. And Easy on the Budget...

OnTarget Prospecting® doesn't require special software, training or any additional resources on your end. We've tailored the program to be as simple, intuitive and automatic as possible.

The program is easy to budget and just a fraction of the cost of a full page ad. The cost is just \$1,095 per month with *measured results*, something you cannot get from a full page print ad at the average cost of \$5,000 per month.

When you pay by credit card, you are provided a bonus benefit if your card is set to collect frequent flyer miles or shopping discounts! Credit card charges are processed once per month for service in the upcoming month.

There's no contract or set up fees. We only request that you make a two month commitment to start. After the initial two months, it becomes a month-to-month contract.

If you need to cancel, simply contact us two weeks prior to the next charge date.

OnTarget Prospecting Addresses These Challenges for Today's Distributor Organizations:

- Inadequate leads from manufacturers (volume and/or quality)
- Sales staff focusing on existing accounts; not able to access new opportunities, and having difficulty identifying who the new opportunities are or could be
- Difficult to find effective and cost-efficient methods to promote your brand to target audiences
- Inability to brand your company to the right decision makers at your target accounts
- Unable to analyze visitors to the website (are they prospects or not?)
- Prospecting database is difficult to build and maintain with valid information; unable to access key contact names of all decision makers at current customer and new opportunity prospect accounts
- Need cost-effective proactive program that supports manufacturers' prospecting initiatives

What's Included in the OnTarget Prospecting® Program

- Up to 10,000 email names you want to target and as many as 20,000 ad impressions per month.
- Unlimited website visitor information sent to by email shortly after each visit
- OnTarget Prospecting User Interface for Anonymous Visitor Identification
- 2 month commitment, after that month-to-month; easy pay with credit card

Total Cost: \$1,095/month

How OnTarget Prospecting® Works for You

OnTarget Prospecting® offers three distinct tracks to provide a comprehensive approach to new business prospecting:

- 1 Web-Based Banner Advertising**
(page 4)
- 2 User Interface for Real-time Evaluation of Website Visitors**
(page 6)
- 3 Building a Comprehensive Contact List Data Base**
(page 12)

#1: Internet Advertising for Today's Marketplace and Technology

Your Targeted Brand Messaging in the Right Place at the Right Time...

Looking for a better way to promote your brand with customers and prospects? E-newsletters or ads in industry publications are okay, but they only get your name in front of customers and prospects once a month. To gain mindshare, you need to reach your audience more often and where they spend the majority of their time — on-line.

OnTarget Prospecting web ads are on screen banner ads designed to build your brand preference, and drive the right traffic to your website. The ads are strategically placed where your audience goes to read news, view sports updates, and more. The ads are shown only to your customer and known prospect lists, and additional acquired suspect prospects — the entire program is based on your email address contact lists and purchased email addresses of those you want to see your message.

Typically, web ad programs like this are only available for large national/multinational corporations that blanket broad geographical areas and entire countries. Longren & Parks has developed and tailored the OnTarget Prospecting program to the specific needs (and budget) of distributor organizations.

- ✓ The web ads are an easy way to generate quality clicks to your website from prospects in your territory, as well as building brand awareness about your company and value propositions
- ✓ Demonstrate to your principals that you're reaching prospects of interest to them as well as you

Reporting on Ad Success

You will have access to a dedicated reporting portal updated daily to track the success of your ad program. This will include:

- Number of ad impressions served
- Number of clicks – total and by ad

We will use this information to analyze the quality of your ads to see which are working best.

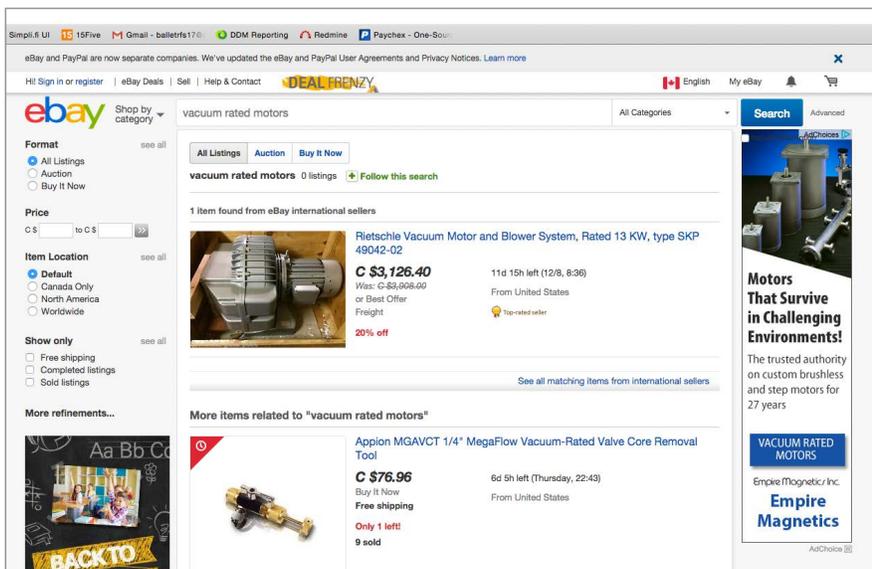
Getting started is easy:

1. Provide us with an email list made up of your customers, prospects and suspects, along with your logo and some possible ad messages. We will assess your email addresses and create targeted ads.
2. Review and approve the banner ads we create for you. When approved, Longren & Parks will place the ads to appear wherever your prospects go when they are surfing the web.

Advertisements go only to those contacts where email addresses have been supplied and we can identify the device(s) associated with the email address. When these people visit sites that feature advertising opportunities, and we can win a bid to show your ad, your ad message will be delivered.

No special software, training, or additional resource is required!

OnTarget Prospecting® is the easiest, most cost-effective branding program available today.



OnTarget Prospecting ads (example shown far right column) are displayed exclusively to your target audience during their web searches, competitive website visits, etc.

Partial List of Websites Where Your Ads Might Appear...

Your ads are placed on hundreds of the top internet news and information sites including:

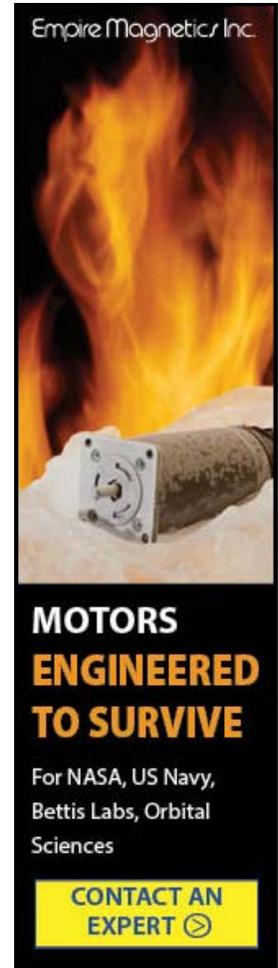
- bbc.com
- bleacherreport.com
- businessinsider.com
- cbsnews.com
- cnn.com
- facebook.com
- forbes.com
- foxnews.com
- foxsports.com
- huffingtonpost.com
- money.cnn.com
- msn.com
- nypost.com
- nytimes.com
- outlook.com
- rollingstone.com
- sbnation.com
- usatoday.com
- washingtonpost.com
- yahoo.com
- youtube.com

Four Ad Sizes Meet the Web Page Space Available

Send us your logo and product photo, along with the ad content form (ad space is limited, so text is character space sensitive), and L&P will take care of the rest!

You receive four ad sizes for up to four different ads in your campaign each year.

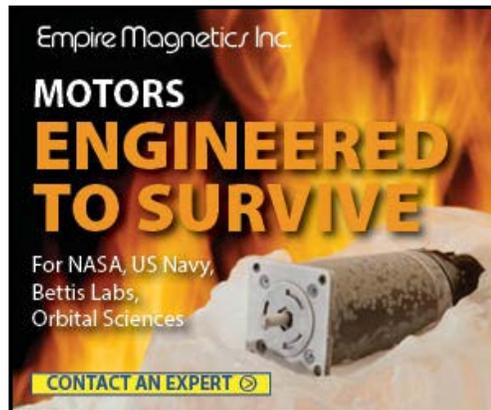
#1



#2



#3



Samples of the four ad sizes designed to fit available website ad slot locations, and an example of an ad template.

#4



Example #4 ad format



#2: OnTarget Prospecting User Interface

“Anonymous Visitor Identification”

93% of all B2B purchases start online¹, yet 97% of website visitors do not take action while on the site²! Wouldn't it be nice to receive reports with the key information to help you sift through your website visitor data and identify the real opportunities hidden amongst all the traffic?

Now you can.

Included exclusively for OnTarget Prospecting® subscribers, the “Anonymous Visitor Identification” (AVI) user interface provides each subscriber a secure portal to access their website visitor information and generate a variety of reports, such as:

- Specific company locations that are visiting the site
- Number and frequency of pages viewed
- Time spent on the site
- And much more

The OnTarget Prospecting AVI user interface has all the tools to customize the conditions for visit notifications and alerts, such as:

- After a certain number of pages visited
- Adding a specific company to a Watch List to notifying you each and every time they visit
- Or, conversely, excluding specific companies of no value from receiving future notifications
- Advanced features allow you to track results of e-blasts and website forms letting you know who the exact person is that is visiting your site

Note that this analytics suite only provides information on users that visit your site through a registered corporate IP address, not personal devices such as home computers and cell phones.

AVI can be used to identify prospects based on their interests and activity. With this information, the OnTarget Prospecting subscriber can request names from our OnTarget Prospecting Contact List development program discussed in the next section.

What once were anonymous users moving through your site are now newly identified leads. Knowing where the company is located, what pages are viewed, and how long the user is on the site provides useful information for your sales team to reach and service potential new customers.

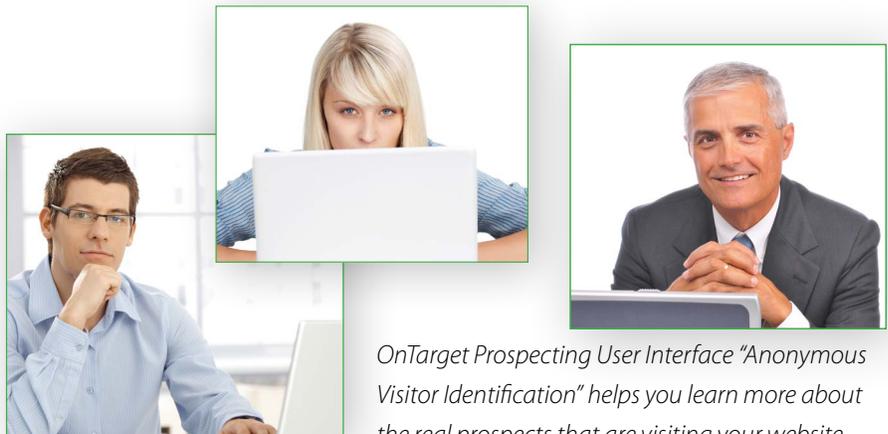
Easy and Simple to Install

We will send you some code to install on your website that takes only 5 minutes to install. No other actions are required.

The user interface portal includes videos to help answer any questions and educates you on how to take full advantage of all features

How We Identify Website Visitors

- 1 A user accesses your website to review your products and services
- 2 The user's IP address is pulled using a small line of code added to your site
- 3 The IP address is run against a database of IP owners
- 4 The database pulls the information listed below that is assigned to the IP address. This includes:
 - Date/time of site access
 - Company name
 - Location
 - Referrer
 - Number of pages viewed
 - Pages viewed
 - Duration on site
 - Visitor's company website
 - Visitor's company phone number
 - In some cases we are also able to supply specific contact names with job title, phone and email
- 5 You receive an email shortly after the visitor leaves your web site.



OnTarget Prospecting User Interface “Anonymous Visitor Identification” helps you learn more about the real prospects that are visiting your website.

¹Marketo ²Google

Example OnTarget Prospecting "Anonymous Visitor Identification" Report



Steve, **Telamon Corporation** is visiting your website right now. We have been keeping an eye on them and have discovered this much (see the data below) about them.

Happy selling!
The Team at Longren & Parks Inc

Prospect Discovery Summary

Telamon Corporation

Date/Time

3/15/2016 1:50:04 PM

Source

www.google.com

Visitor's Location

Carmel, Indiana (United States)

Domain Name

telamon-corp.com

First Page Visited

http://www.nktechnologies.com/dc-current-transducers/dt-4wire-current-transducers/

Keywords Used

No keyword information found

Visitor Identity

12.200.236.200

Industry

No Industry Found

Possible Contacts

Andrew Wang	Director IT	andrew.wang@telamon-corp.com
Charles Wolff	Manager	cwolff@telamon-corp.com
Gary Bloehs	Power Engineering Manager	gary.bloehs@telamon-corp.com
Peter Ho	Senior VP & General Counsel	peter.ho@telamon-corp.com
Chi Li	Branch Manager	cli@telamon-corp.com
Mike Kennedy	Network/Dupport Manager	mike.kennedy@telamon-corp.com

Other information about this prospect

This prospect looked at these pages and searched for your site using these words:

Current Page Views

Time Spent

http://www.nktechnologies.com/dc-current-transducers/dt-4wire-current-transducers/	87 seconds
http://www.nktechnologies.com/find-a-local-sales-contact/	361 seconds
http://www.nktechnologies.com/dc-current-transducers/dt-4wire-current-transducers/	-- seconds

Previous Page Views by Visit

Time Spent

Session: 3/15/2016 1:44:03 PM Visitor ID: J4FxmYGGqPz0i9j0quuGQ5c26Cy07B

http://www.nktechnologies.com/dc-current-transducers/dt-4wire-current-transducers/	87 seconds
http://www.nktechnologies.com/find-a-local-sales-contact/	-- seconds

Summary of Previous Page Views

Count

http://www.nktechnologies.com/dc-current-transducers/dt-4wire-current-transducers/	1
http://www.nktechnologies.com/find-a-local-sales-contact/	1

Summary of Keywords

Count

No Keywords listed in history.

Ok, that is all we know about this prospect.

We will email you again if this person returns but we have 2 other options for you. You can add this company to your Hot List or you can add this company to your exclude list. If you do nothing, we will repeat this email to you when they return.

If you act quickly, you may be able to get them on the phone before they leave your website. A large percentage of sales is simply timing. Talk about great timing!

Oh, yeah. This is a hot prospect. Add this company to my watch list and alert me as soon as they return.

Do not email me again if this prospect returns because I do not want to know.

If you would like to login and adjust your settings and alert preferences, go here:

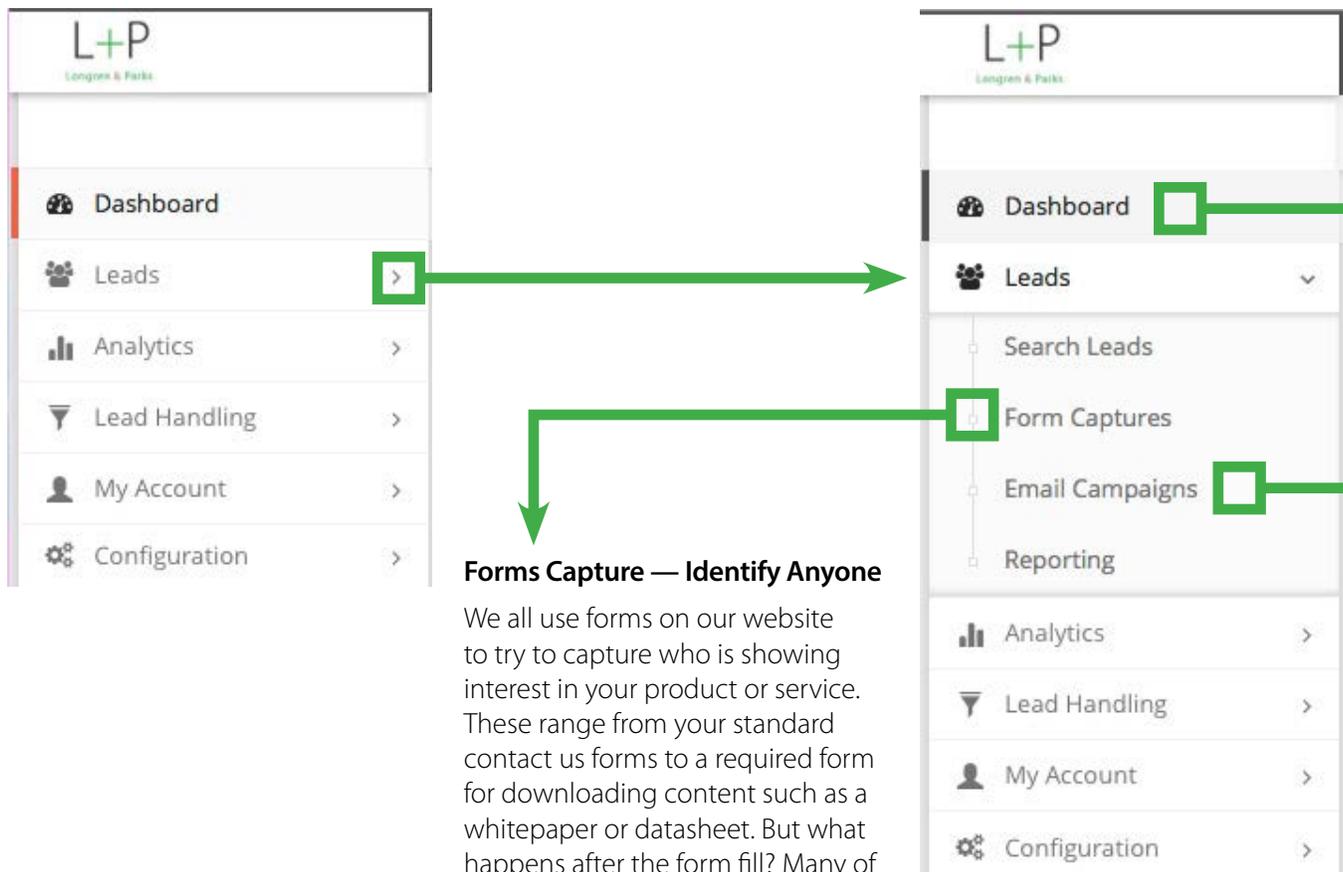
Add to my watch list

Add to my exclude list

Login to my portal

#2: OnTarget Prospecting User Interface

Using AVI Data to Your Advantage



Forms Capture — Identify Anyone

We all use forms on our website to try to capture who is showing interest in your product or service. These range from your standard contact us forms to a required form for downloading content such as a whitepaper or datasheet. But what happens after the form fill? Many of us store this information in our CRM to create standard follow up process but wouldn't it be great if we could tell when that prospect returned to our site?

The OnTarget Prospecting AVI user interface allows you to integrate Forms Capture on your company's existing website forms. This feature allows you to track visitors that come to your site and fill out any of your forms (excluding 3rd party forms). OnTarget Prospecting Identify Anyone Forms Campaign feature will allow you to track the visits from this user – always. We will report to you all visits from this user by: their current page views, previous page views by visit, summary of previous page views, and the summary of keywords used.

Integrate direct to your CRM

Enabling CRM integration will provide the ability to send the information about your visitors to your CRM with a single click. When enabled, you will receive a new icon on the prospect detail page. When the "Send to CRM" icon is clicked, the information will be sent to your CRM system in the form of a lead. Interface to Sales Force, Lead Master, Zoho, Sales Nexus, Connect Wise

Need Help?

The OnTarget Prospecting User Interface is easy to navigate and easy to get more information whenever you need it including a number of short tutorial videos.

Email Campaign Capture — Identify Anyone

This feature allows you to track email addresses that come to your site by clicking on a link in one of your email blasts. All you have to do is to add the code you create (similar to the code you added to your website) to the links in your email campaign. This code tracks the visitor and will include their email address in your real time alerts.

OnTarget Prospecting Identify Anyone Email Campaign feature will allow you to track the visits from this user – always. We will report to you all visits from this user by: their current page views, previous page views by visit, summary of previous page views, and the summary of keywords used.

Available Documentation and Support

Dashboard Overview

This video will provide an overview of the Visual Visitor Dashboard.

[Dashboard Overview Video](#)

Leads Overview

These videos provide an overview of the Visual Visitor Leads section.

[Search Leads Overview Video](#)

[Form Captures Overview Video](#)

[Visit Detail Report Overview Video](#)

[Search Engine Report Overview Video](#)

[Search Term Report Overview Video](#)

[Visit Raw Data Report Overview Video](#)

Lead Handling Overview

These videos provide an overview of the Visual Visitor Lead Handling section.

[Notification Rules Overview Video](#)

[Territory Rules Overview Video](#)

#2: OnTarget Prospecting User Interface

Gain In-Depth Understanding About Your Website Visitors

Explore the OnTarget Prospecting analytics to gain a better understanding of your website visitors, including:

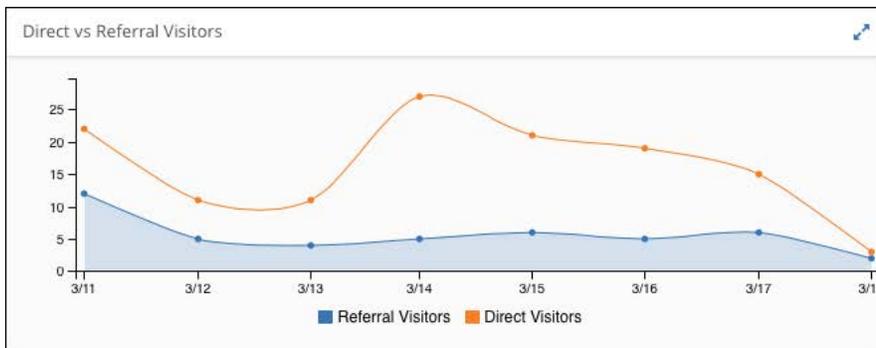
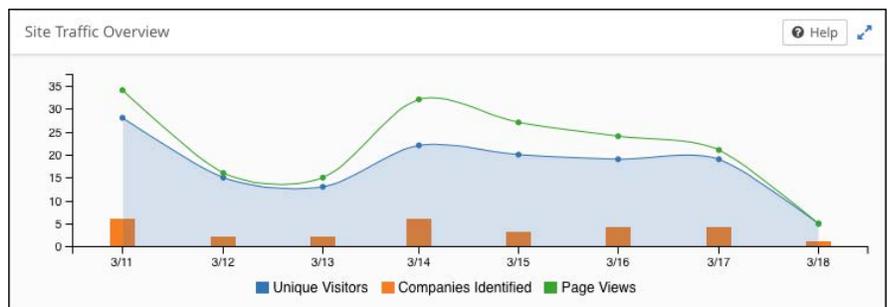
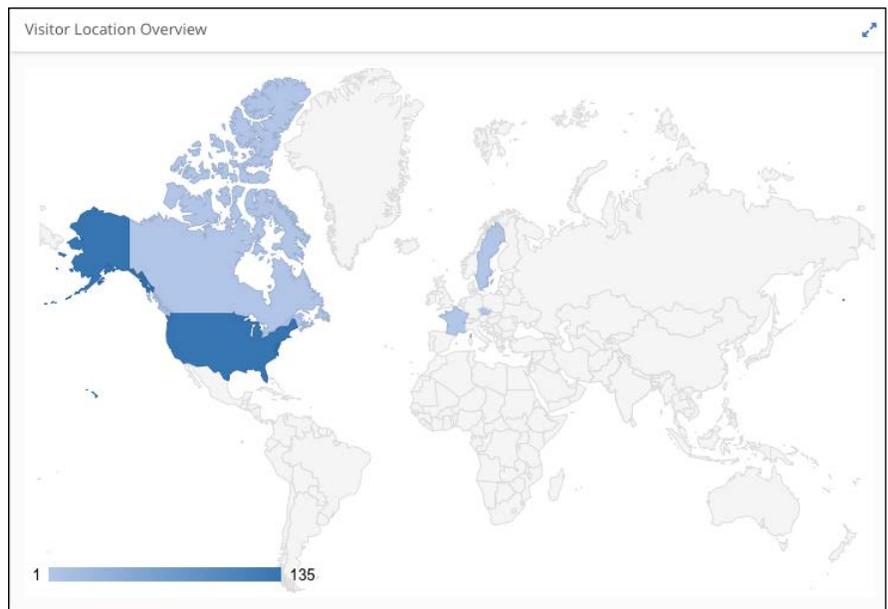
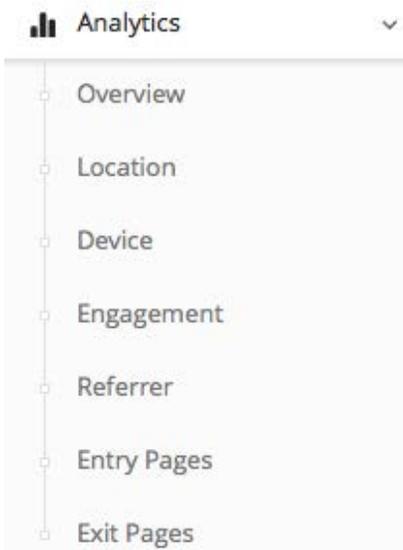
Location — Understand to the level by city

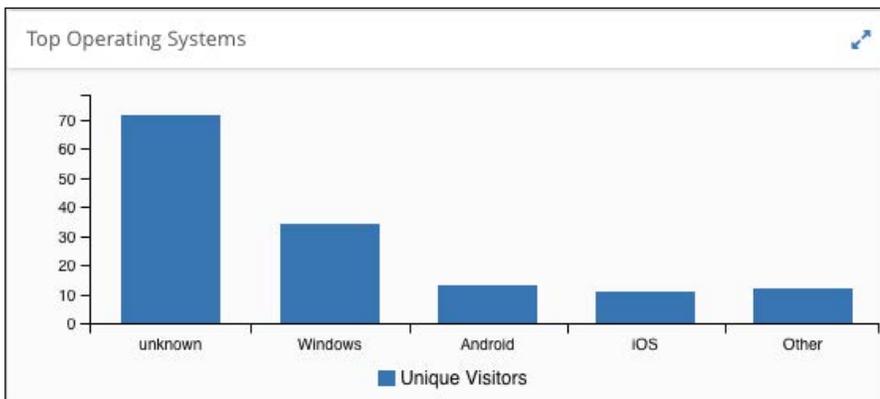
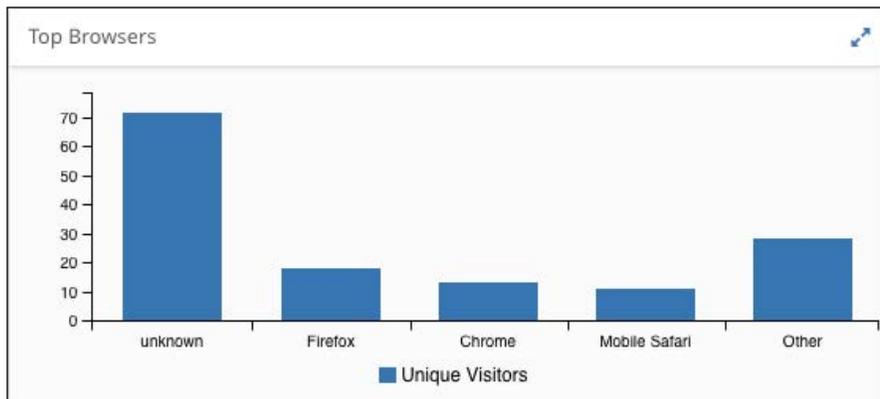
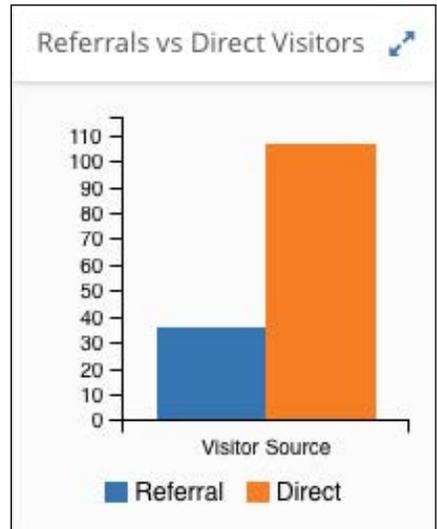
Device — Top Browsers, Operating Systems, Device Type

Visitor Engagement — First Time Visits, Return Visits, Bounces (1 page only)

Referrals — Sources, Keywords, Social Media

Entry and Exit pages





Need Help?

Analytics Overview

These videos provide an overview of the Visual Visitor Analytics section.

[Analytics Overview Video](#)

[Analytics Location Overview Video](#)



#3: The Contact List

Turning Captured Information into Useful Leads

Building a solid, comprehensive contact list of the key personnel for all targeted prospects and customer accounts (by job title, location, company size, etc.), is on the short list of top priorities for every successful business.

Longren & Parks provides a very cost effective and easy method for you build on your database by obtaining reliable contact information for the prospects of your choosing for only \$1 per contact.

These contacts will only include the specific companies, plant locations and job titles you are looking for.

And, you won't be "renting" these contacts for a one-time use, but purchasing them permanently! You own the contact information, which is a great way to build your database for other marketing programs in the future.

Simply give us the name and location of the business, and we'll send you a listing of all job title contacts available at that location. Then, you're free to order the job titles of your choosing. Order as many names as you want, from as many company locations as you want, as often as you want.

Buy 10, buy 100, buy 1000, the price is just \$1 per contact.

What's in a Name?

A lot! The contact list data you receive includes the following information:

- **Company name**
- **Address**
- **City**
- **State**
- **Zip**
- **Full name**
- **Title**
- **Phone**
- **Email**
- **SIC and NAICS**
- **Company website**
- **Site class**
- **Company size**

How The Contact List Program Works

This program is only available to Longren & Parks OnTarget Prospecting members. There's no minimum order, and no timeline. Order whenever you want, or not at all, it's your choice. And, you can order as many names as you want, as often as you want. Billing is very simple: \$1 for each contact name you choose.

The quality of the contact information is guaranteed for 30 days; if any data is incorrect or outdated, it will be replaced free of charge.

Location, Location, Location...

5 Ways to Use Location-Specific Contacts Lists to Your Advantage

Based on an Anonymous Visitor Identification you uncover a company that appears to be a good prospect, but sales does not have any contacts

- ✓ One of your sales staff wants to focus on a specific known account and needs more contacts
- ✓ The account matches up with one or more of your manufacturer's strategic selling efforts
- ✓ You receive a lead from a manufacturer to this targeted account and would like to add more contacts to increase your odds of nurturing the lead from a "suspect" to a "prospect" to a "customer"
- ✓ The target account surfaces as a result of OnTarget Prospecting's Web Ad Program
- ✓ Your team is looking to add more contacts at key existing customer accounts to broaden your exposure and brand via e-newsletters, seminars, local events, or training courses

Taking any of these actions will increase your sales, and promote you and your manufacturer's brand.

You'll also be demonstrating to your manufacturers a proactive approach to grow your business at new accounts that dovetails with their target markets and growth strategies.

Give us the company name and location that you want to target, and we'll send you a listing of all the contacts available at that location.

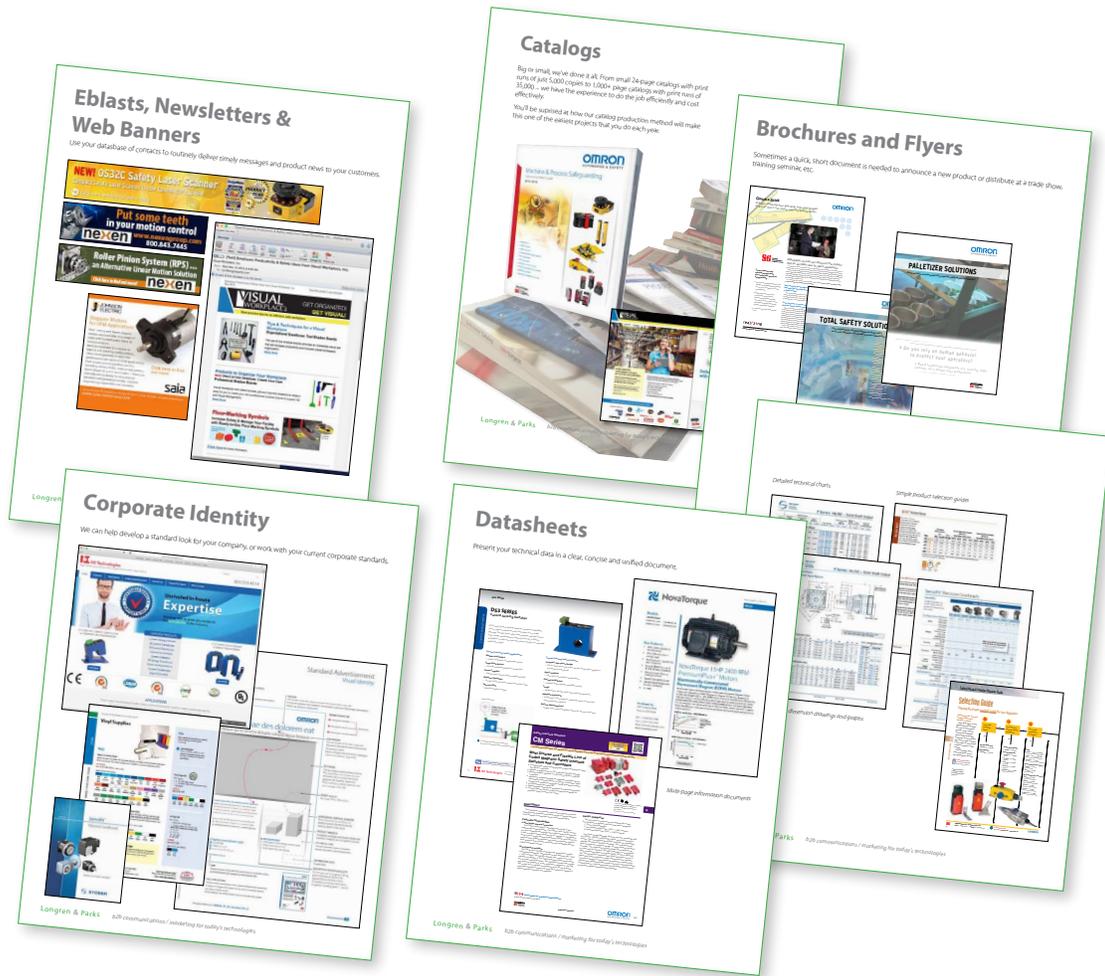
Choose only the job titles you want, such as those listed below. For only \$1 per contact, you'll receive the name, phone number, email, and other information for these new prospects.

Engineering	Application Engineer	Executive & Operations Managers	Chief Executive Officer	Plant Operation	Continuous Improvement Mgr	Procurement	Buyer
	Automation Engineer		Chief Financial Officer		Lean Engineer		Director of Procurement
	CAD Engineer		Chief Information Officer		Lean Manager		Director of Purchasing
	Chief Engineer		Chief Operating Officer		Logistics Manager		Procurement Manager
	Component Engineer		Chief Scientific Officer		Maintenance Engineer		Purchasing Agent
	Controls Engineer		Chief Technical Officer		Maintenance Manager		Purchasing Manager
	Design Engineer		Controller		Manufacturing Engineer		
	Design Engineering Mgr		Facilities Manager		Manufacturing Engineering Mgr		Lab Director
	Designer		General Manager		Material Handling Manager		Lab Manager
	Director of Engineering		Operations Manager		Plant Engineer		Lab Supervisor
	Electrical Engineer		Plant Manager		Plant Manager		Lab Technician
	Electronics Engineer		Plant Operator		Process Engineering Mgr		Research & Development Dir
	Engineering Manager		Program Manager		Production Engineer		Research & Development Eng
	Environmental Engineer		Project Director		Production Engineering Mgr		Research & Development Mgr
	Food Engineer		Project Manager		QA/QC Director		
	Industrial Engineer		VP Engineering		QA/QC Engineer		Environmental Manager
	Instrumentation Engineer		VP Manufacturing		QA/QC Manager		Food Safety Manager
	Mechanical Engineer		VP Operations		Reliability Engineer		Mgr of Env Health & Safety
	Packaging Engineer		VP Production		Reliability Engineering Mgr		OSHA Compliance Manager
	Packaging Engineering Mgr		VP Purchasing		Sanitation Manager		Risk Manager
Project Engineer	VP Quality		Safety Director				
Product Engineer	VP Safety		Safety Manager				
Product Engineering Mgr							
Senior Engineer							
Staff Engineer							
Systems Engineer							

OnTarget Prospecting's Contact List service allows you to build and expand contacts within your priority customer accounts — including top level engineering and management that are usually very difficult to gain access to.



Looking for Other Marcom Solutions? We Can Help...



We hope you find our OnTarget Prospecting® program helpful. We welcome the opportunity to discuss any further questions you may have, or to discuss the other Longren & Parks services shown above.

Thanks for your consideration, and we look forward to helping with your strategic sales effort in any way we can.



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John Reilly
Vice President

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