

Optimize and grow your audience and customer assets with eMediaAdvantage

How can you better diversify your sources of revenue and improve your margins?

If your organization is still challenged with expanding your revenue base beyond traditional print advertising, you're not alone. Your audience customer base is more important than ever for your existing portfolio and is critical for new product development. Given the current information environment, today's challenge is attracting, retaining, and engaging audiences and customers for your products.

- **Are you confident that your audience strategy will allow you to capitalize on new revenue models as well as improve existing ones?**
- **How do you develop a diversified portfolio of marketing, information and data products and services you can offer clients and audience customers?**

How do we take you from here to there?

We help you analyze your audience assets systematically and holistically based on industry best practices, and take a closer look at what you have, don't have, or need. We provide you with an integrated AREA game plan that leverages the power of your audience assets today – with a look forward to tomorrow's trends and technology breakthroughs.

We provide a complete review of your markets, products, people, and workflow processes with a focus on five critical areas:

- 1 Determining the value of your audience assets to create a unique value-proposition and focused go-to-market strategy.
- 2 Assessing how your information delivers against all audience needs, and analyzing your cross-platform differentiation strategies.
- 3 Improving e-marketing efficiency for acquisition, retention, and engagement for all products and services.
- 4 Capitalizing on buyer-seller revenue generating strategies including audience-based monetization plans as well as third-party customer marketing programs.
- 5 Ensuring audience development is moved from an operational back-office function to a critical marketing function, and creating a transparent strategy to align internal stakeholders.

We demystify the challenges with AREA.

eMediaAdvantage helps you develop a customized, affordable, and timely audience solution utilizing our AREA process:

Attracting, Retaining and Engaging Audience customers. We provide in-depth analyses of your audience to safeguard this valuable asset; leverage the information you've acquired; and fill in the gaps in your audience coverage and data acquisition to improve both your top- and bottom-lines. We are experts at helping companies sharply define their goals, supported by a clear gap-to-goal blueprint for success. We help you utilize and redeploy existing assets and refocus efforts on the areas that deliver the greatest impact and bang for your buck.

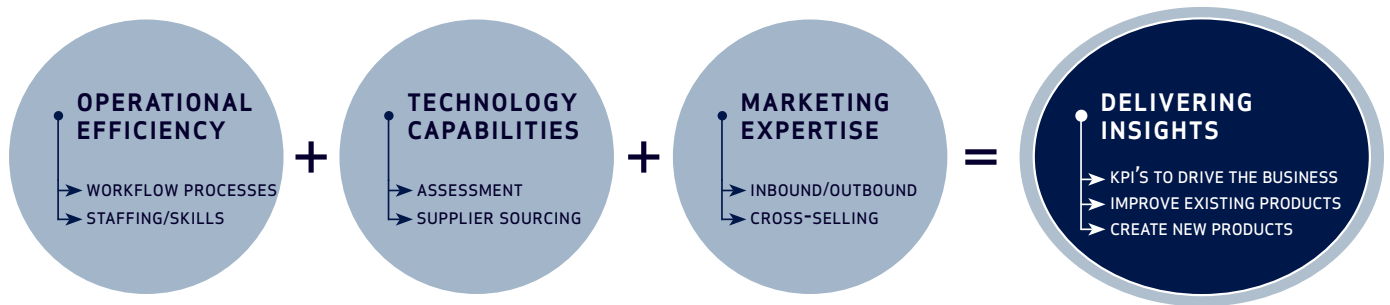


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How eMediaAdvantage delivers AREA.

We work with you to coordinate operations and technology with marketing to understand how data can be transformed into valuable insights.



Critical objectives we can achieve together.

We work collaboratively with your teams to move beyond a vertical, narrowly-focused product approach to an integrated, holistic audience value proposition.

- Improve audience acquisition, retention, and engagement (AREA) cost-efficiently by differentiating and positioning each of your products/services according to need, improving engagement, and conversion across all channels.
- Grow the number of unique, niche audience segments to increase penetration within your markets.
- Develop new user-driven revenue streams and grow existing ones, including e-commerce, paid content, and premium data products.
- Deliver robust integrated cross-channel programs for customers.
- Increase revenue today by focusing on immediate opportunities.
- Hone progressive profiling and conversion strategies.
- Assess social media and mobile marketing and optimization.

Why are we different?

We are experienced thought leaders and practitioners with demonstrated track records in developing blueprints for success. Our clients include established industry leaders seeking to strengthen existing business strategies, as well as start-ups building a new market presence. We seamlessly assimilate into your organization, moving beyond the traditional advisory role, bringing the requisite experience and expertise critical to your success.

eMediaAdvantage engages and empowers your team to create, own, and sustain the information, audience and revenue plan we collaborate together to create. We use both a systematic and holistic approach to evaluate all aspects of your business with the goal of maximizing the value of your product portfolio and accelerating your financial success.

Our Leadership

eMediaAdvantage is led by Toni Nevitt, an innovative pioneer and visionary in the business information industry with over 25 years of strategic and tactical experience in launching, re-engineering, and repositioning business media products and services. As former president of eMedia and Information Marketing for Nielsen Business Media, one of the country's largest B2B media companies, Toni played a strategic role as the company transformed itself from a traditional print-based media company to a full service, multi-channel business information provider. Toni spearheaded the development of cross-platform information and distribution strategies, focusing on digital products and services that helped professionals better understand their markets, serve their customers, and grow their businesses. She was instrumental in leveraging, aggregating, and marketing the company's information assets to clients by creating innovative audience acquisition, retention and engagement strategies, and programs to deliver highly targeted audience segments and new sources of revenue.

To start a dialogue with eMediaAdvantage, contact: Toni Nevitt, President, eMediaAdvantage



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