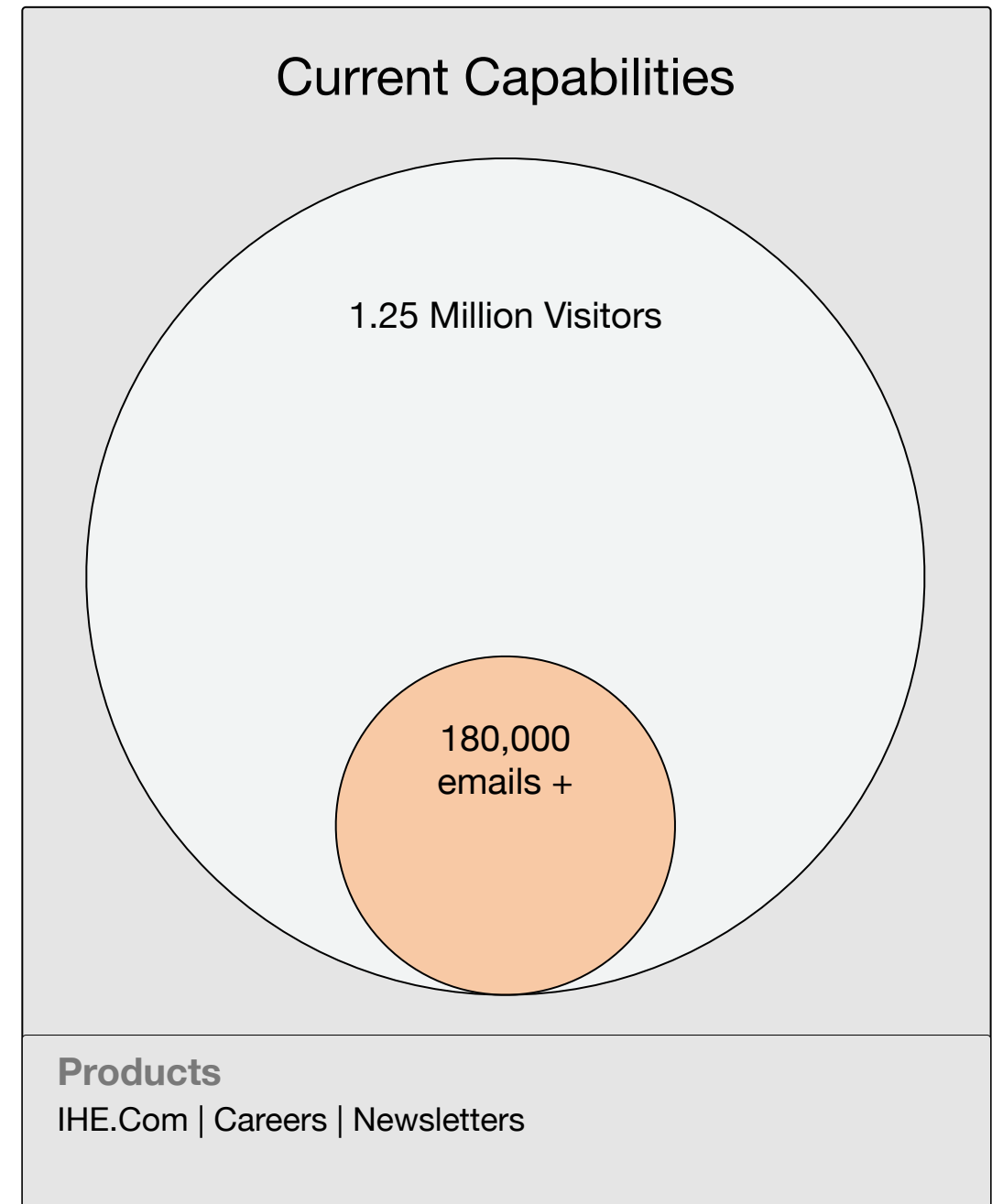


Identity Management System

We average **1.25 million active users** per month

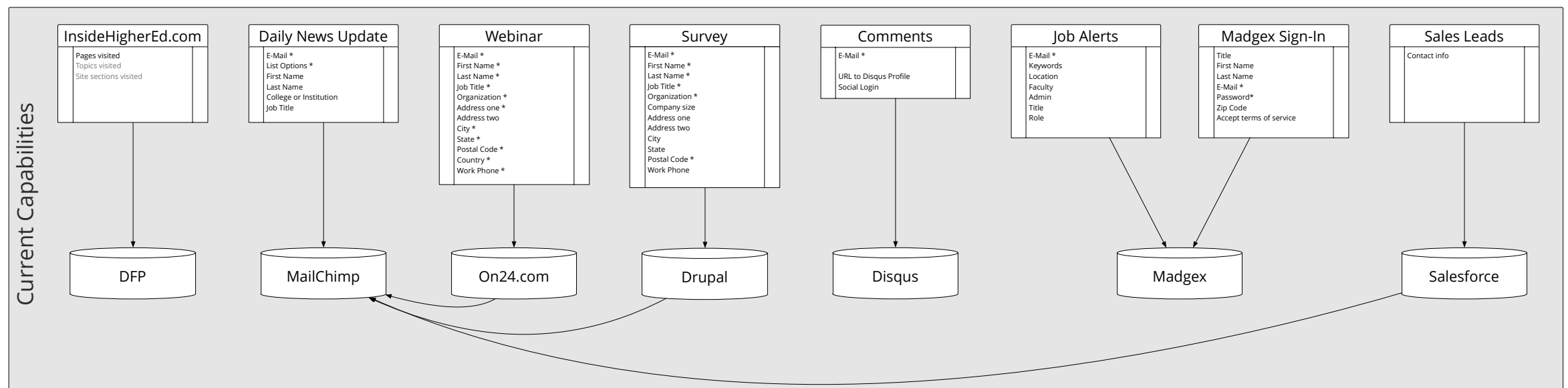
But we **only know 180,000** of them



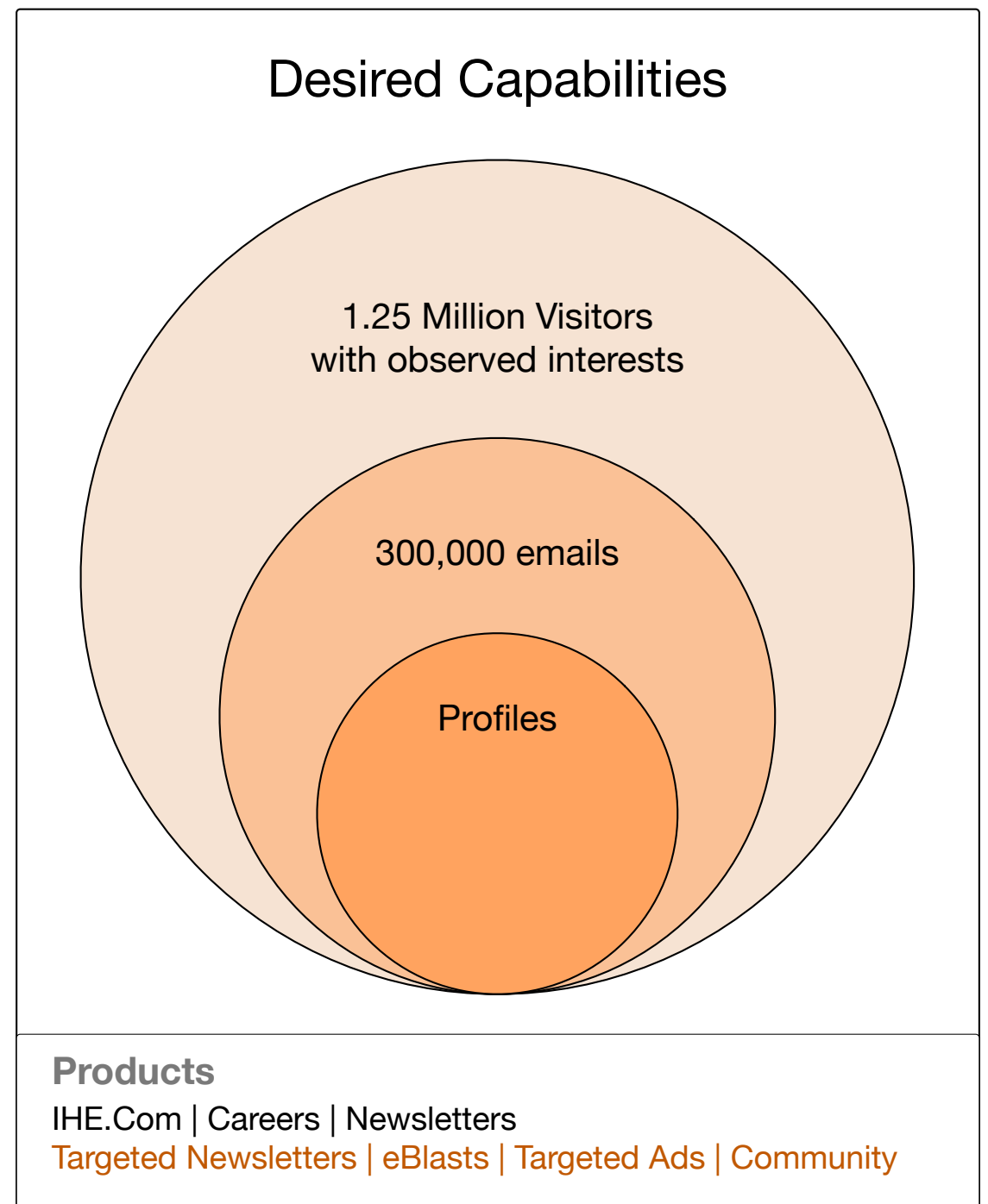
eBlasts are selling out
at a \$250 cpm and driving
\$12.50 per user per year

Identities are fractured across 8 different systems

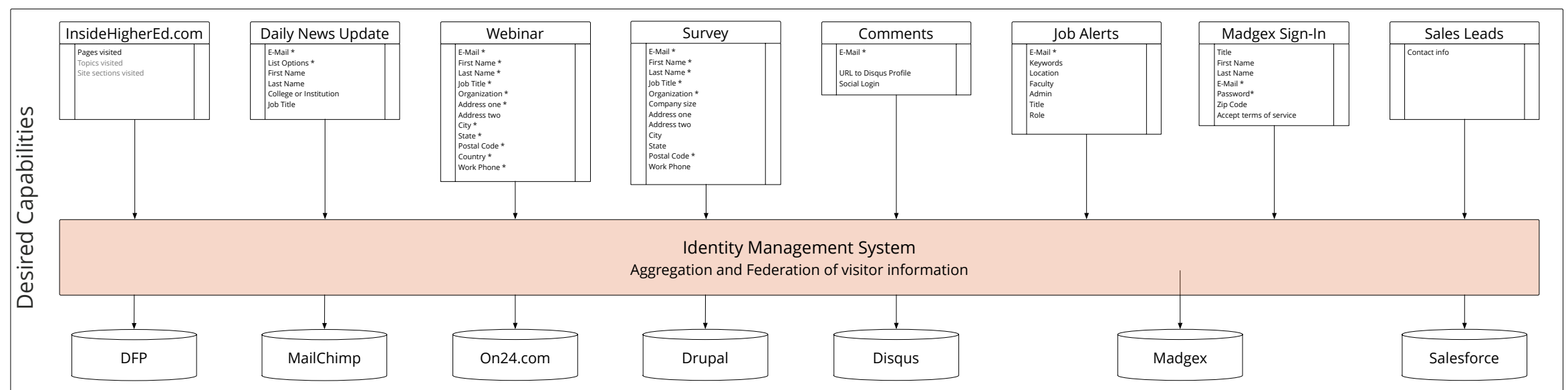
We need a single on-boarding experience that expands our knowledge and enables us to deliver new products to segments of our audience.



We believe we can
double our list of known
users to **300,000**



With an identity management system that
consolidates all user information and integrate with
our existing applications



Identity Management System	License	\$75,000
	Implementation	\$25,000
Integrations		
- MailChimp (Newsletters)	1.5 months effort	\$17,500
- Madgex (Job boards)	2 months effort	\$23,333
- Drupal (CMS)	1.5 months effort	\$17,500
- Disqus (commenting)	2 months effort	\$23,333
- On24 (Webinars)	1.5 months effort	\$17,500
- Salesforce (Sales leads)	1.5 months effort	\$17,500
- DFP (ads)	1.5 months effort	\$17,500
- Profology	1.5 months effort	\$17,500
Total Cost in Year 1		\$251,667

At \$12.50 per user per year,
120,000 new profiles could mean
**hundreds of thousands of
dollars in additional revenue**