



# INTRODUCTION

**Tiburon Media** was established in California in 2003 and comes with extended experience and a proven track record, in a space that is highly competitive and delivering Leads to a market in urgent need of clean, compliant data supported with a large, experienced tech team to provide full support 24/7.

**TIBURONMEDIA.COM**



# SOME OF OUR CLIENTS

includes PriceCheck, Microsoft, Adobe, Dell, Toyota, HP, Disney, Old Mutual, Unilever, Nokia, Crest and many more.





# WHAT WE DO

We collect opt in, real time, POPI compliant leads from users who have shown a definite interest in the product being offered by our advertiser specifically. These leads are delivered in Real Time to the Advertiser to allow them to interact with their potential customer immediately thereby, coupled with relevancy, improving chances of conversions and sales.

Our advertiser is the exclusive recipient of the user's details with no cross selling or reselling of any kind. In the process of collecting this user information we also assist our network of publishers to monetize their registration process.



# HOW IT WORKS FOR PUBLISHERS

A publisher will receive a simple Java Script which is implemented within the registration process of their site. The script can be implemented within only a few minutes on a simple registration process and our knowledgeable tech team are ready to assist for more technically challenging implementations. Most implementations can be completed during the course of a single phone call.





Once implementation is complete targeted adverts will begin to appear at the end of the user registration process using the registration details already entered in order to prepopulate the form.

Any advertiser requiring more information than could be gathered on the form directly can also request specific data inside their advert. Users must opt in to an advert they have an interest in and choose to submit their details, should they not choose an advert no information is passed to the advertiser.

Publishers are paid a large percentage of the revenue earned for each successful lead driven from their site, with revenues amounting to between R1,500 and R4,000 per thousand advert impressions for the average publisher.



# HOW IT WORKS FOR ADVERTISERS

Advertiser benefit from completely opt-in, real time leads from users who have expressed an interest in finding out more about the advertiser's product or service. All leads are passed exclusively to the advertiser running the advert meaning that only their sales team will contact the user leading to a significantly higher sales conversion rate.



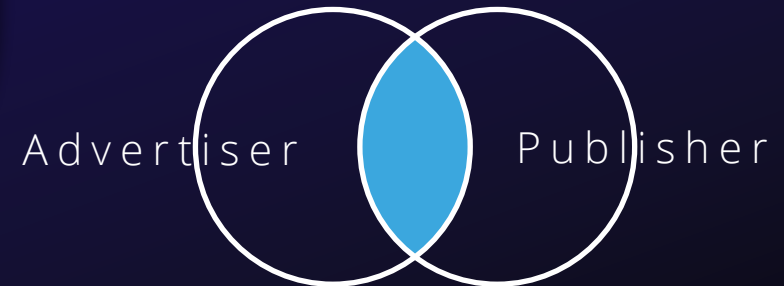
Targeting can be setup according to any data variable we can collect and in the case of information not provided by the average registration, like LSM, the system can be made to pass only leads that meet the advertiser's requirements. Information to advertisers can be passed via a range of methods from API insertion directly into a database or call centre management system to emails sent to the sales manager or call centre team lead.

Our system also allows for auto-responder emails which can be sent to users acknowledging their contact with the advertiser and giving them more information. In the case of special offer vouchers or competition entries the auto-responder can facilitate the entire user engagement, requiring no further interaction from the advertiser.





# THE ECOSYSTEM

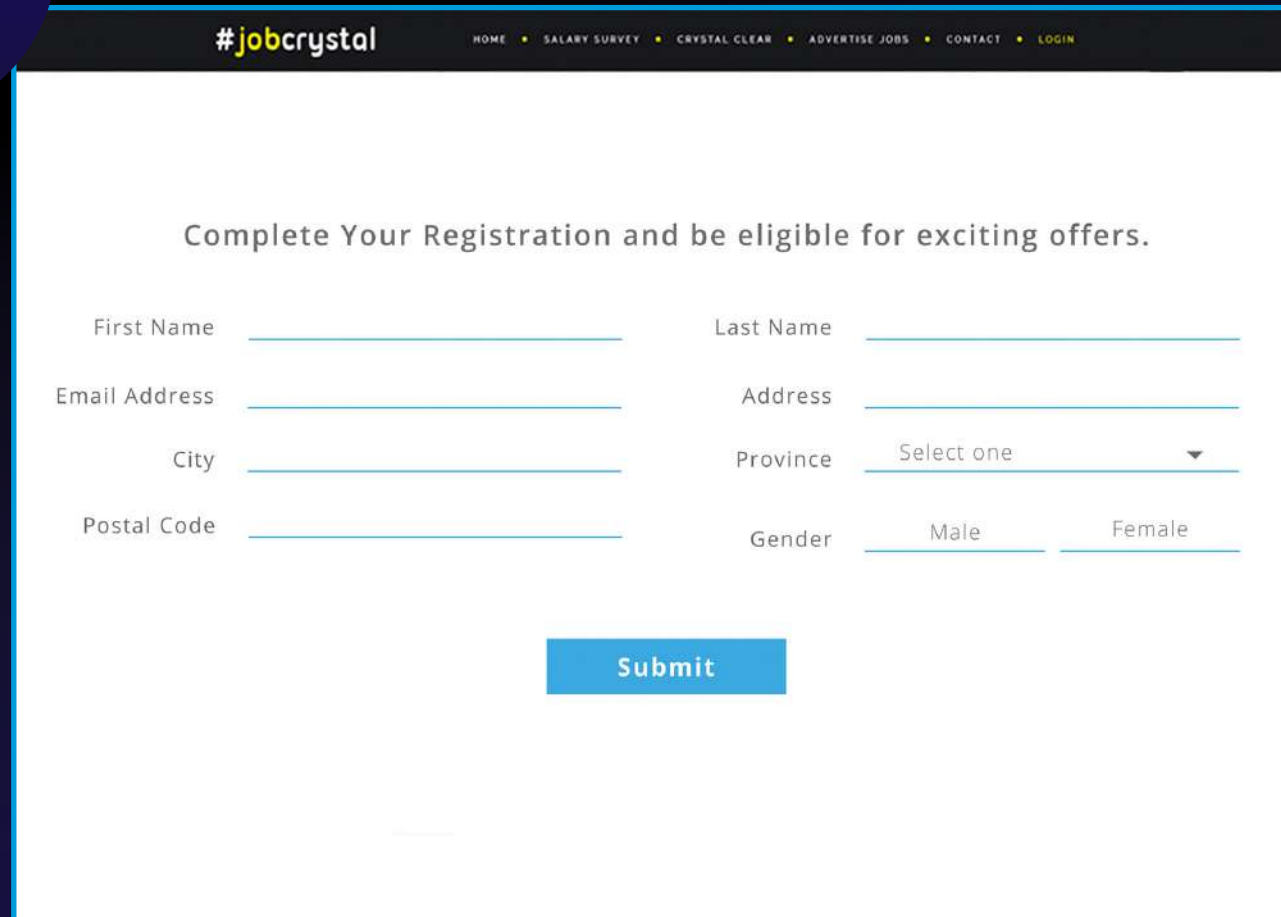


The most effective use of our system is made by clients who act as both publisher and advertisers. This is done by clients who have a service or product that they wish to advertise on our system who also enjoy a high level of traffic on their own sites and registration pages. Visitors to their site can then be offered adverts from other advertisers and the revenue gained from this can in turn be used for further advertising.

# WHAT IT LOOKS LIKE



## Step 1

A screenshot of a web browser displaying the registration page for #jobcrystal. The page has a dark blue header with the logo and navigation links. The main content area is white and contains a registration form with fields for First Name, Last Name, Email Address, Address, City, Province, Postal Code, and Gender. A blue 'Submit' button is at the bottom. The form is titled 'Complete Your Registration and be eligible for exciting offers.'

#jobcrystal

HOME • SALARY SURVEY • CRYSTAL CLEAR • ADVERTISE JOBS • CONTACT • LOGIN

Complete Your Registration and be eligible for exciting offers.

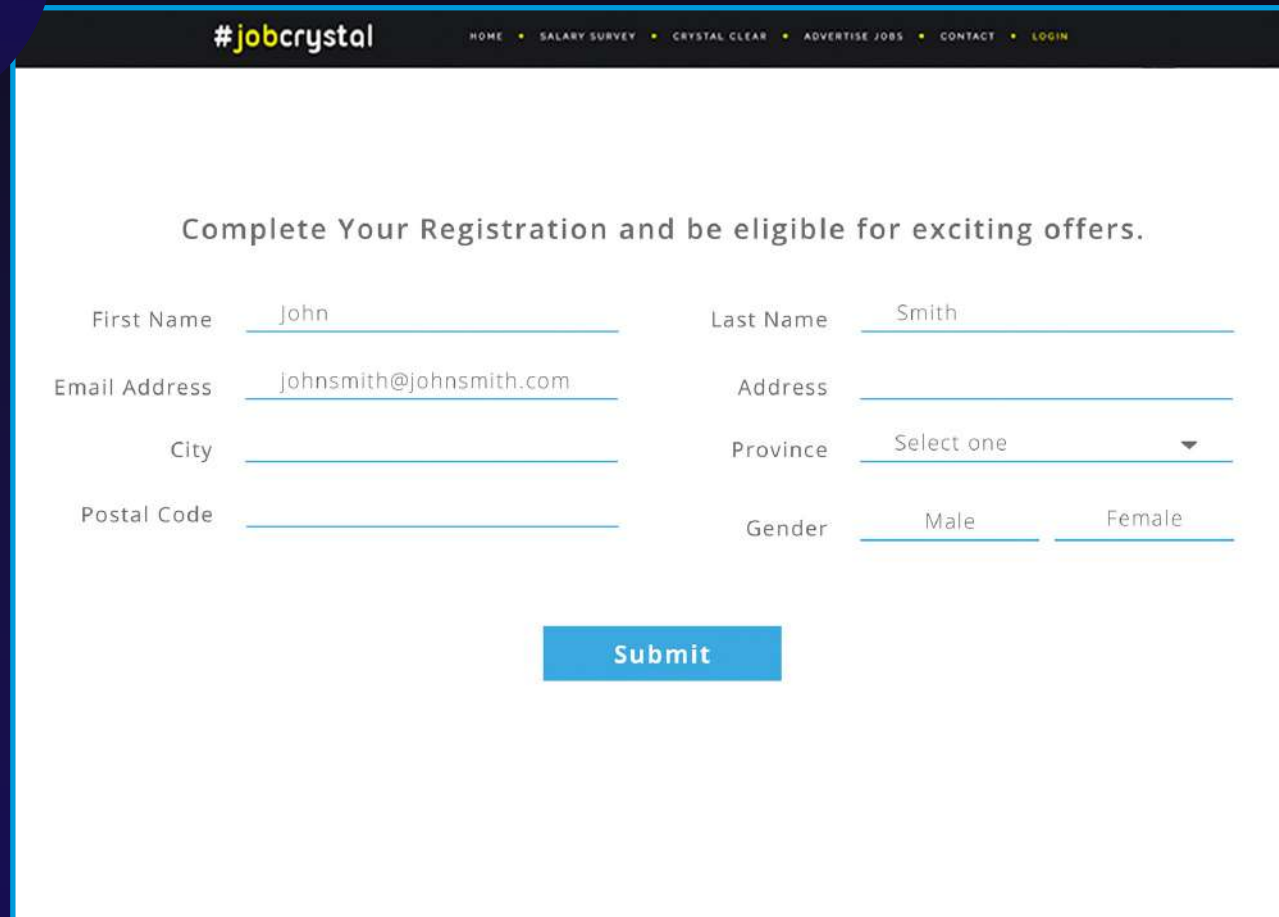
First Name  Last Name

Email Address  Address

City  Province

Postal Code  Gender

## Step 2



The image shows a tablet displaying the #jobcrystal website's registration page. The page has a dark blue header with the #jobcrystal logo and a navigation menu. The main content area is white and contains a registration form with the heading "Complete Your Registration and be eligible for exciting offers." The form includes fields for First Name, Last Name, Email Address, Address, City, Province, Postal Code, and Gender. A blue "Submit" button is at the bottom.

#jobcrystal

HOME • SALARY SURVEY • CRYSTAL CLEAR • ADVERTISE JOBS • CONTACT • LOGIN

Complete Your Registration and be eligible for exciting offers.

First Name  Last Name

Email Address  Address

City  Province

Postal Code  Gender

Submit



## Step 3

#jobcrystal

HOME • SALARY SURVEY • CRYSTAL CLEAR • ADVERTISE JOBS • CONTACT • LOGIN

Complete Your Registration and be eligible for exciting offers.

First Name	<input type="text" value="John"/>	Last Name	<input type="text" value="Smith"/>
Email Address	<input type="text" value="johnsmith@johnsmith.com"/>	Address	<input type="text" value="1"/>
City	<input type="text"/>	Province	<input type="text" value="Select one"/>
Postal Code	<input type="text"/>	Gender	<input type="text" value="Male"/> <input type="text" value="Female"/>

☒ Crest parking and access control: Do you need a top security solution for your business? [Privacy Policy](#)

☐ You could be missing out on great Spur discounts. Would you like to join the Spur Secret Tribe today? [Privacy Policy](#)

☐ Woodstock Laundry - Join our newsletter and receive a 15% discount on your next purchase. [Privacy Policy](#)

☐ Safarinow - Need accommodation? We'd be happy to help. [Privacy Policy](#)

Submit

## Step 4

**#jobcrystal** [HOME](#) • [SALARY SURVEY](#) • [CRYSTAL CLEAR](#) • [ADVERTISE JOBS](#) • [CONTACT](#) • [LOGIN](#)

**Complete Your Registration and be eligible for exciting offers.**

First Name

Last Name

Email Address

Address

City

Province

Postal Code

Gender

☒ **Crest Parking and Access Control: Do you need a top security solution for your business?** [Privacy Policy](#)  
Please complete the following fields:  
Phone: **\*REQUIRED\***   
  
Once you have completed the required field(s) you will see a success message here.  
I agree to be contacted via phone and/or email by TSA - Crest Parking in connection with my request at the phone number provided (which may included cellular).  
You may receive an automated call generated from an automated dialing system to confirm. I am not required to purchase any goods or services.

**Submit**

## Step 5

**#jobcrystal** [HOME](#) • [SALARY SURVEY](#) • [CRYSTAL CLEAR](#) • [ADVERTISE JOBS](#) • [CONTACT](#) • [LOGIN](#)

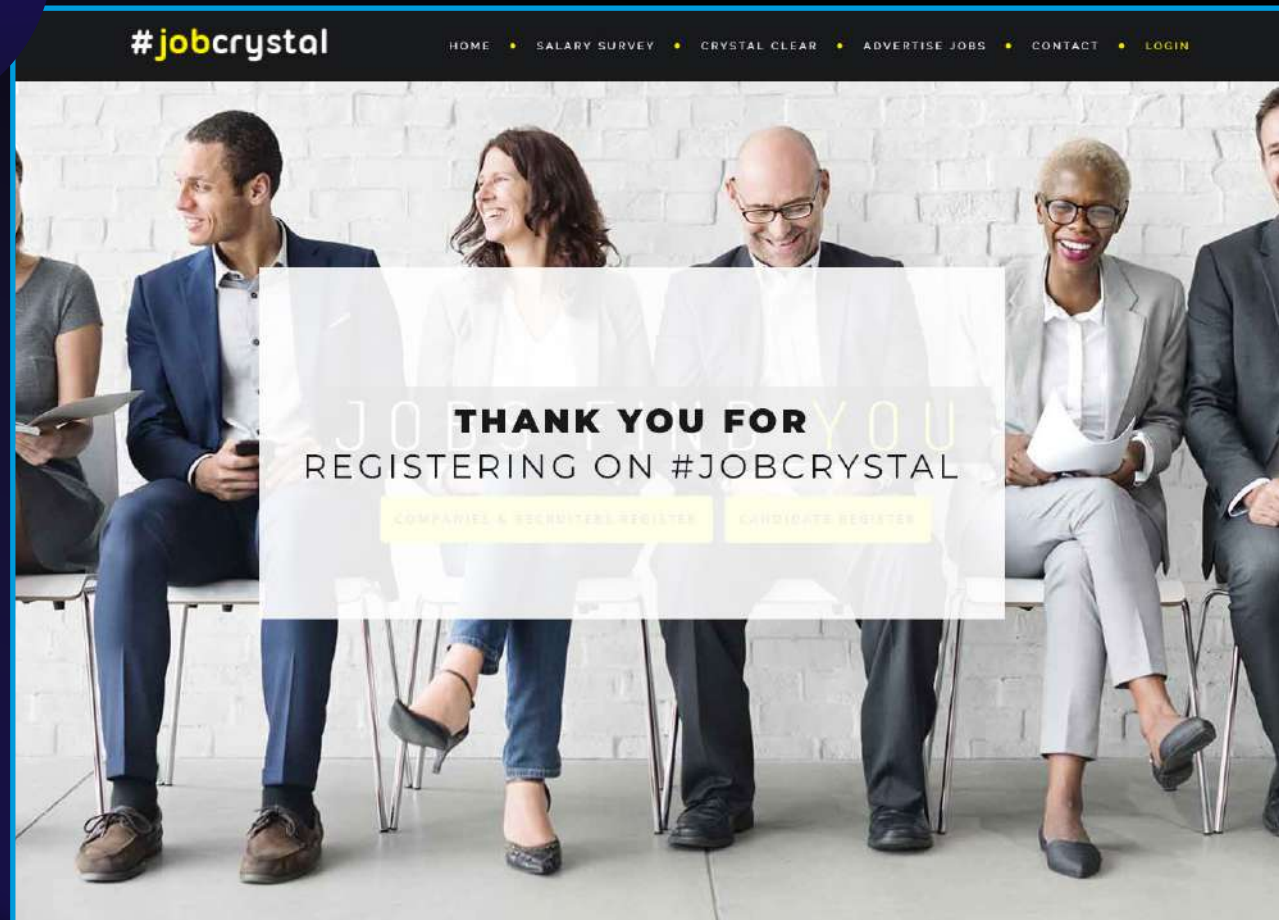
### Complete Your Registration and be eligible for exciting offers.

First Name	<input type="text" value="John"/>	Last Name	<input type="text" value="Smith"/>
Email Address	<input type="text" value="johnsmith@johnsmith.com"/>	Address	<input type="text" value="1"/>
City	<input type="text"/>	Province	<input type="text" value="Select one"/>
Postal Code	<input type="text"/>	Gender	<input type="text" value="Male"/> <input type="text" value="Female"/>

☒ **Crest Parking and Access Control: Do you need a top security solution for your business?** [Privacy Policy](#)  
Please complete the following fields:  
Phone: **\*REQUIRED\***  
  
Once you have completed the required field(s) you will see a success message here.  
I agree to be contacted via phone and/or email by TSA - Crest Parking in connection with my request at the phone number provided (which may included cellular).  
You may receive an automated call generated from an automated dialing system to confirm. I am not required to purchase any goods or services.

Submit

Complete



The user at **no point** is removed from the Publishers page or from the registration process, whether they interact with the adverts that appear or not.



# WHAT WE CAN DO



We can collect virtually any information from users that an advertiser would require prior to submitting this information as a lead.



We can reach large audiences discreetly and in a non-invasive way.



We can increase exposure for special offers and product/service benefits and gather information from users wishing to find out more.



We can supply opt-in real time leads which are not shared with any other advertiser.



We can monetise your registration process and in so doing can create another revenue stream for clients with user traffic to their sites or assist them in subsidising their online marketing efforts with lead revenue.

# WHAT WE DON'T DO



Cross sell leads.



Resell leads.



Share any personal information with any entity not specified in each advert's specific privacy policy.



Act in a way that contravenes the POPI act in any way.



Advertise any product or service which is illegal.

# THANK YOU

## CONTACT DETAILS

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