

"Half the money I spend on advertising is wasted, the trouble is... I don't know which half."

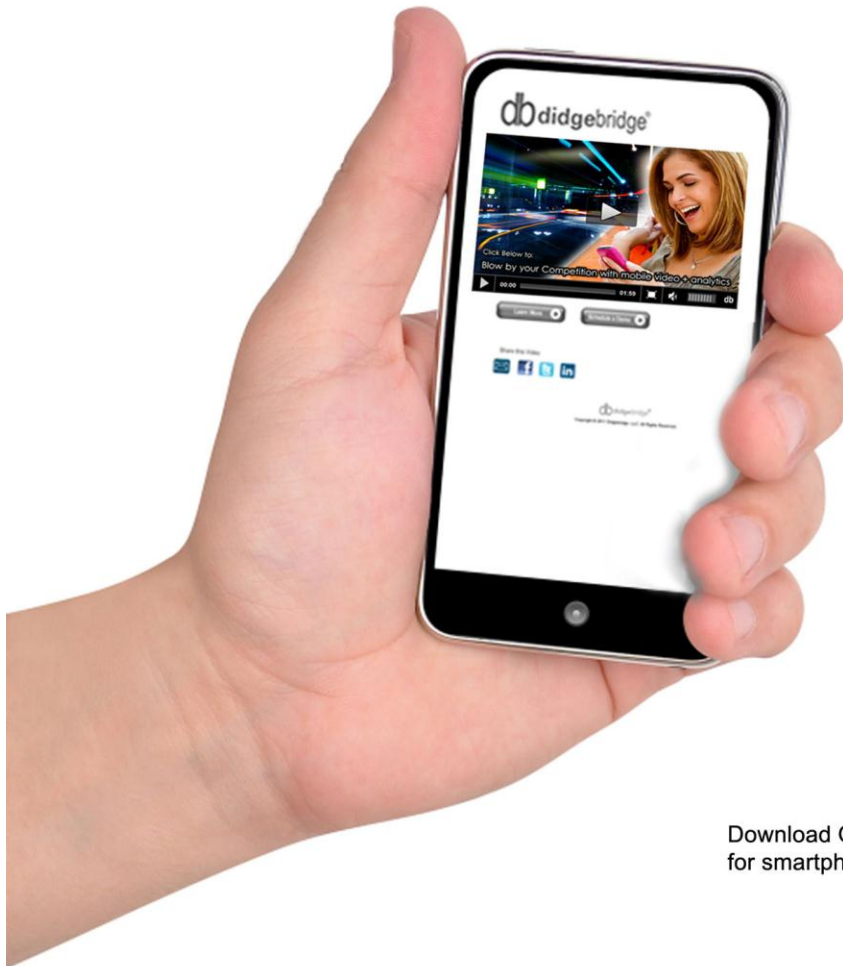
- John Wanamaker (Modern Advertising Pioneer)

If your organization is still struggling with this **age old ROI problem**, you have come to the **right place**.

Would you like to easily test different promotional concepts, score video content and offers before rolling them out nationally?

Would you like a (real-time) custom P&L report for every online promotion you run?

These are just a few of the benefits of our new **patent-pending digital technology** powered by **Didgebridge** provides marketers.



Watch Video Now!



Download QR Code mobile reader for smartphone at: **2dscan.com**

Smartphones and tablet computers will increase mobile Web traffic by 26 times during the next four years. (Source: Cisco Systems, 2011).

Would you like to use interactive mobile video (deployable on all platforms) to grow your customer database, score video content and increase your conversions?

Ad Age Top 100 Agency President ...

“As a marketer whose clients are challenged by the ever-changing media environment, I am a strong believer in Didgebridge’s proprietary approach. In fact, I believe Didgebridge may have discovered the Rosetta Stone of how television (video) advertising will be measured in the future.”

Current Interactive Mobile Video Client Results

“Our jewelry sales increased 42% during the 4-month promotional period we used the Didgebridge customer loyalty marketing system.”

The Power of Mobile Video Email + Smartphones

According to the Wall Street Journal adding video to an email can increase open rates by up to 300%.

- 79% of smartphone users found it useful to download mobile coupons to their phones (Source: Accenture, reported by Internet Retailer, 2010).
- 48% of consumers use their mobile devices to look up product ratings or to find promotions (Source: Oracle, 2011).
- The smartphone market is now larger than the PC market. Smartphones outsold PCs in Q4 of 2010 101 million to 92 million (Source: IDC).
- It is predicted there will be 80 million new smartphone users in 2011 added to the already existing 60 million consumers who already own one (Nielsen, 2010).
- Nine in ten young adults aged 18 to 29 own a cell phone, and 20% of these make purchases from their mobile phones (Mobile Access 2010 Report, Pew Internet & American Life Project).
- Mobile is predicted to be bigger than internet in 5 years (Morgan Stanley, 2010).
- 73% of companies are planning an investment in mobile channels in 2011, with almost half planning to move into mobile commerce (Source: Econsultancy’s Customer Engagement Report).
- Mobile barcode scanning increased 1,600% in 2010 (Source: Scanbuy from Mobile Commerce Daily).

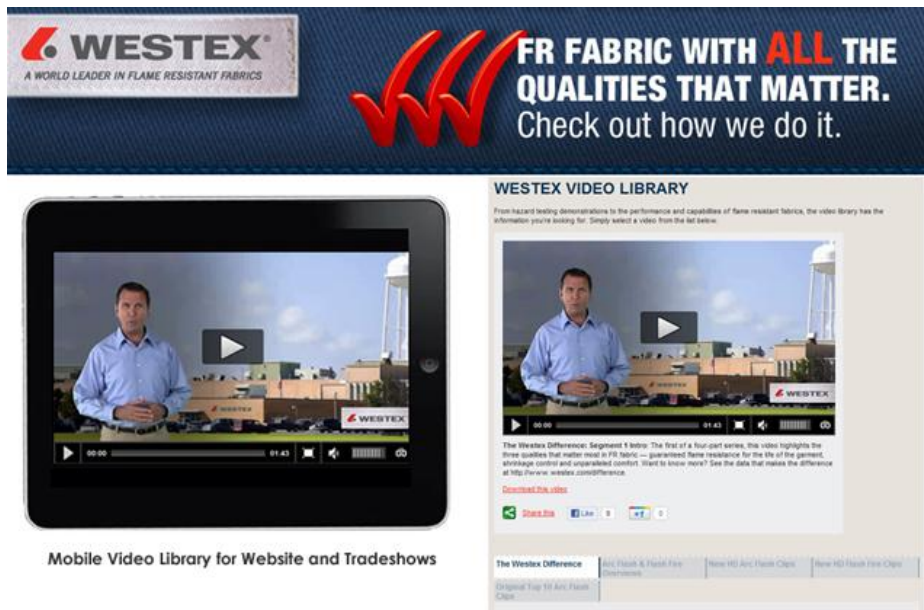
Interactive Mobile Video Client Examples

Midwest Renaissance Fund - Fundraising Event Hosted at the JW Marriott Indianapolis



The **Midwest Renaissance Fund** is a Venture Capital Fund based out of Chicago. Midwest Renaissance Fund contracted Didgebridge to create a mobile video event invitation and promotional videos to promote a major fund raising event hosted at the JW Marriott in Indianapolis.

Westex - A World Leader in Flame Resistant Fabrics



Westex® is a world leader in flame resistant fabrics with over 50 years experience. Westex worked with Didgebridge to create a mobile compatible video library on their corporate website and for major industry tradeshows around the US and globally.

Interactive Mobile Video Client Examples

Five Star Catering - The Riverwalk & Primo West Locations featured on WISH TV for Super Bowl XLVI



Five Star Catering is an award-winning highly prestigious catering company with over 50 years of experience. Five Star Catering worked with Didgebridge to help promote their two primary locations: The Riverwalk and Primo West. Didgebridge provided: Video E-mail campaigns, Social Media (Facebook and Twitter) integration, Business Cards with QR Codes, and Interactive Mobile Video Marketing solutions.

Chicago Association of Direct Marketing - Largest Regional Direct Marketing Association in the US



Fundraising Interactive Mobile Video Event Invitations

CADM selected Didgebridge for the second consecutive year in a row to launch a digital video email campaign to promote Results 2011 Chicago's Premier Integrated Marketing Event at the Wit Hotel in Chicago.

The Next Generation of Customer Loyalty Marketing

Reach your audience across Any Device. Anywhere. Anytime.

Didgebridge measures and monetizes your video campaigns across multiple mediums to reach your audience and improve conversion rates. This includes: email, mobile, banner ads, social media, print, promotional products – even packaging, in-store displays and the product itself.

Didgebridge has developed a unique patent-pending ROI metrics system and video platform **measuring 7 levels of purchase interest** allowing marketers to:

- Follow-up based on individual levels of interest and score video content.
- A/B test creative concepts and/or promotional offers based on demographics and psychographics.
- Refine and repurpose campaign content to maximize results.
- Monetize and grow your loyalty database.



1. Database

Didgebridge helps marketers leverage the power of their permission-based database or we can help build and expand your existing loyalty database for lead generation.

2. Social Media (Facebook & Twitter) & Email

Didgebridge combines the power of video with a social media posting or email message to create a highly engaging interactive format with call-to-action buttons to drive immediate action + improve conversion rates.

3. Video

Didgebridge can use your existing video content or produce a new video for you with our Emmy Award-Winning video production capabilities. All of our videos play across Apple mobile devices.

4. Metrics

Didgebridge provides marketers a simple intelligent dashboard in real-time to instantly improve campaign outcomes by refining offers and other relevant content to maximize ROI.

5. Monetize

Didgebridge provides marketing support and expertise to help Monetize your database into a profit-center and an educational resource for your subscribers.

