



SOLUTIONS

Phone-Based Lead Generation & Conversion Platforms

Company Profile

SPG Solutions is committed to closing the online-to-offline loop in lead generation and conversion. As the pioneer in Internet-to-telephone call connection, tracking and financial accounting technology and applications, SPG is an independent, profitable, privately owned company. With top management coming from leading software developers Peoplesoft and Oracle, the company was founded in 2001 in Pleasanton, CA.

SPG developed and operates three groundbreaking performance-based ASP-model applications: ZiffLeads, ZiffTalk and Click4Advisor. All are founded on its core Internet-to-telephone call connection technology and all three have multiple patents-pending.

SPG's rapidly expanding client base is approaching 30,000 and ranges from ADT to Carlson Group to DirecTV and MSN to News Corp. to ZipSearch. ZiffLeads Pay-per-Phone Call (PPCall) Advertising Platform, launched in 2005, is a first-of-its-kind performance advertising platform technology and network poised to transform the performance advertising industry.

ZiffTalk®
Click-to-Call Service

Phone-Based Lead Conversion
Click-to-Call ASP Service
Call Connection & Tracking

ZiffLeads®
PPCall Ad Network

Phone-Based Lead Generation
Pay-per-Phone Call (PPCall) Advertising Network & Platform
Ad-Serving, Publisher Ad Management & Affiliate Programs

Click4Advisor™
Advice Industry Solution

Phone-Based Advice Industry Turnkey Business Solution
Call Connection, Financial Transaction, Accounting & Payroll
Click-to-Call & Offline Toll-Free Integrated IVR System

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Sales Acquisition Tool for the Last Mile

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www.zifftalk.com



- * *Convert Website & Landing Page Visitors into Phone-Based Sales*
- * *Track Effectiveness of Online Marketing Campaigns In Terms of Incoming Calls*
- * *Convert & Track Integrated Online & Offline Marketing Efforts into Phone-Based Sales – Internet plus Direct mail, Print Ads, TV, Radio, etc.*

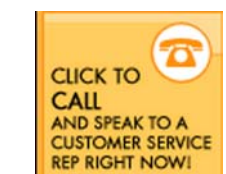
● Close the Loop

ZiffTalk 'Click for Talk' helps you close the loop, make the sale, and prove value with your online & integrated offline advertising by first attracting and then tracking phone-based lead conversions. ([Supports Google/Yahoo!/MSN conversion tracking](#))

● With The Leader

ZiffTalk pioneered the low-cost, self-serve model for 'Click-for-Talk' call connection and tracking, and is the world's leader serving thousands of clients through its robust, scalable, ASP platform.

Call-to-Action
Button Examples



Client Case Studies

Lead Generation 1 – DebtShield.com

Debt consolidation company wanted to minimize lost leads and track phone-based conversions from the multiple landing pages of its Pay-per-Click search engine campaign. Embedded ZiffTalk links in every landing page. ZiffTalk converts measurably!



Lead Generation 2 – ZipSearch.com

Leading financial & real estate lead generation company wanted to improve its own client lead conversions. Empowered ZiffTalk on all its New Client Submission Form Landing Pages. Potential clients who may have surfed on are now being closed over the phone. ZiffTalk delivers clients!



Online Retail - BHM Golf.com

Online provider of golf clubs, apparel and accessories was seeking a way to differentiate from its competitors. Knew website visitors often have questions about products and wanted flexibility to offer spontaneous discounted prices to close sales. Empowered ZiffTalk service on every single product page. ZiffTalk drives sales!



Education – Pima Medical Institute (PMI.edu)

Medical institute and training center with multiple locations wanted to give website visiting potential students the ability to talk immediately and directly to the appropriate location. Embedded unique ZiffTalk phone links for each location to seamlessly direct calls instantly. ZiffTalk directs calls!



Directory – BoatQuest.com

Leading new and used boat and yacht listing directory wanted to provide immediate, trackable, and branded phone connections between buyer and seller to elevate above its competitors and provide a premium service. Deployed ZiffTalk throughout. ZiffTalk differentiates!



Contact us for more case study examples and to start closing the loop now.

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Client Case Studies



Lead Generation 1 – DebtShield.com

Debt consolidation company wanted to minimize lost leads and track phone-based conversions from the multiple landing pages of its Pay-per-Click search engine campaign. Embedded ZiffTalk links in every landing page & integrated with ZiffTalk provisioned toll-free phone number.

Landing or Splash Page

Free Consultation - Microsoft Internet Explorer

1-866-499-5047

DebtShield™

LEARN | ABOUT US | COMPARE US | QUESTIONS

- Reduce Balances By Up To 70%
- Get Out of Debt in 12 to 36 Months
- Avoid Bankruptcy
- Free Consultation with No Obligation

TALK LIVE NOW!
[Click Here](#)

CREDIT CARD DEBT RELIEF

If you have \$10,000 or more in unsecured debt (credit cards, medical bills, personal loans, etc.) and are having difficulty keeping up with your minimum payments and want to become debt free, our debt elimination programs may be the solution for you. Debt Shield's program is totally personalized -designed to eliminate your overwhelming credit card debt as quickly and affordably as possible. For many clients, there is simply no faster, easier, or more effective way to become debt free.

Debt Shield can help you become debt free while alleviating creditor harassment and avoiding bankruptcy altogether. If you want to eliminate your overwhelming credit card debt once and for all, take a moment to schedule a free consultation with one of our exceptional debt consultants. He or she will kindly answer all of your questions regarding our debt elimination program and explain how we can help you get out of debt.

[CLICK HERE TO TALK LIVE NOW!](#)

*First Name: _____
*Last Name: _____
*Unsecured Debt: Select One Please ▾
Secured Debt: \$ _____
*Your Email: _____
*Primary Phone: _____ ext. _____
*Other Phone: _____ ext. _____
*Best Time to Call: Contact Me Immediately ▾
*State: Select one please ▾ [Call Me Now](#)
*Zip Code: _____
Your Comments Are Welcome: _____
*Required Fields
[SUBMIT](#)

1
Phone Number Provided by ZiffTalk with Integrated Real-Time Call Tracking.

2
Click-to-Talk Call-to-Action images in page. When clicked, leads to the customizable Initiate Call Page Interface below.

DEBTSHIELD™ CAN HELP YOU

Be An A.m.I! Be An A.m.I!
Be An A.m.I! Be An A.m.I!
Be An A.m.I! Be An A.m.I!

Name: _____
Email: _____
Country: [USA](#) ▾
Your Number: _____ Ext. _____
[Call Me Now](#)

powered by: [ZiffTalk](#)

3
Submit Form Integrated Click-to-Talk Interface for even more seamless immediacy.

Issue 1:

Many potential customers will not complete long forms online either because of privacy concerns or because of time-consuming inconvenience. Prefer immediacy of phone call.

Issue 2:

Without phone call tracking though, the origin and channel of the customer lead is lost.

Solution:

ZiffTalk Integrated Call Tracking maximizes conversions & tracks the origin of all telephone-based leads.

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ZiffTalk Client Call Tracking Web-Based Control Panel Interface:

Setup & manage account details, view real-time call activity information, customize audio and graphical user interfaces, upload pay-per-click advertising conversion code information, etc.

Real-Time Call Activity Log:

Call Activity - Windows Internet Explorer

https://prodca.click4talk.com/zt/admin/client_usage_transactions.php

ZiffTalk Client Web Interface Logged as: zt5 Logout

Availability | Call Activity | Deposit Info | Phone Links | Customizations | Account Info | Help

Call Activity | Bonus Minutes

The current balance is \$50.00 and you have 9285 bonus minutes in your account.

From: 1 Sep 2006 To: 30 Sep 2006 Phone Link: Client Phone: Status: All Search

Call Activity for September 01, 2006 - September 30, 2006 [\[Download as .csv file\]](#)

| Id | Date/Time | Phone Link | Visitor Phone | Name | Email | IP Address | Status Help? | Duration (in Minutes) | Bonus Minutes Used | Total Charge | Details | Client Phone | URL |
|-------|----------------------------|------------|-----------------|----------------|-----------------------|-----------------|------------------------------|-----------------------|--------------------|--------------|-------------------------|---------------------|--------------------------------------|
| 49676 | September 22, 2006 02:14PM | 3 | 16502917993 | | | 171.71.251.15 | Completed | 6 | 6 | \$0.00 | More... | 19254699600,x203,d2 | http://www.zifftalk.com/service.htm |
| 49673 | September 22, 2006 01:58PM | 3 | 16502917993 | | | 171.71.251.15 | Completed | 3 | 3 | \$0.00 | More... | 19254699600,x203,d2 | http://www.zifftalk.com/service.htm |
| 49424 | September 20, 2006 04:06PM | 3 | 16467535000 | elliott | | 68.236.166.30 | Completed | 1 | 1 | \$0.00 | More... | 19254699600,x203,d2 | http://www.zifftalk.com/ |
| 49343 | September 20, 2006 08:00AM | 3 | 15099288826 | troy | troy@jntinc.biz | 67.185.55.46 | Completed | 8 | 8 | \$0.00 | More... | 19254699600,x203,d2 | http://www.zifftalk.com/signup.htm |
| 49306 | September 19, 2006 05:23PM | 3 | 14045094534 | Brad Grafton | bgrafton@naviloan.com | 209.246.17.198 | Completed | 1 | 1 | \$0.00 | More... | 19254699600,x203,d2 | http://www.zifftalk.com/clients.htm |
| 49289 | September 19, 2006 03:08PM | 3 | 011441534888192 | Liam | liam@link192.com | 82.112.142.143 | Completed | 2 | 2 | \$0.00 | More... | 19254699600,x203,d2 | http://www.zifftalk.com/ |
| 49283 | September 19, 2006 02:36PM | 3 | 16127108977 | joe | joe@joe.com | 66.77.224.249 | Completed | 0 | 0 | \$0.00 | More... | 19254699600,x203,d2 | http://www.zifftalk.com/faq.htm |
| 49202 | September 19, 2006 08:18AM | 3 | 14804615614 | heath | hkerley@owaters.com | 70.103.79.114 | Completed | 12 | 12 | \$0.00 | More... | 19254699600,x203,d2 | http://www.zifftalk.com/faq.htm |
| 49191 | September 19, 2006 06:44AM | 3 | 01161892591525 | | | 203.171.121.189 | Completed | 1 | 1 | \$0.00 | More... | 19254699600,x203,d2 | http://www.zifftalk.com/partners.htm |
| 49030 | September 18, 2006 09:29AM | 3 | 19128636280 | louse anderson | louse@planters.net | 72.10.82.40 | Completed | 2 | 2 | \$0.00 | More... | 19254699600,x203,d2 | http://www.zifftalk.com/ |

Call Activity Log captures:

- * Call Time & Date
- * Caller Phone Number
- * Caller Name & Email Address (optional)
- * Caller IP Address (Click-to-Talk only)
- * Phone Link or Provisioned Number
- * Call Duration & Cost
- * Routing Phone Number
- * URL Address from Where Call originates

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Click-for-Talk

Closing the Loop in Online Sales Acquisition

Industry Statistics:



Website Abandonment Reduction:

20-30% - Reduction of website abandonment on the web pages that deploy ZiffTalk click-to-talk service and links.



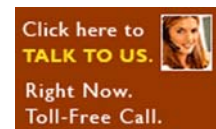
Inbound Inquiry Increase:

25-35% - Inbound inquiry increase that providers of financial services, and other long-form-application services, have realized with the implementation of click-to-talk services.



Increase in Online Revenue:

45% - Increase of online revenue that Jupiter Research has found that companies can achieve by deploying click-to-talk services.



Customer Appreciation & Loyalty:

88% - Click-to-talk users that state they are more likely to contact companies that provide click-to-talk service than those that do not.



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ZiffTalk Click-to-Talk

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IM Text Chat versus Click-to-Call:



Sales Representatives Opinion

"67% of sales representatives felt the Phone as a customer interaction tool "almost always meets the needs of customers" while only 22% of respondents said that Chat (text chat/IM) "almost always" meets the needs of customers."

- Forrester Research, Bob Chatham, 2004



Customers Still Prefer Real Chat over Text Chat

Customers look for human contact when they run into complicated questions or credit card or personal data entry information. "The vast majority of people are just more comfortable talking to someone than they are text chatting,"

-InternetRetailer.com, October, 2005



Customers Agree: Click-to-Talk Most Effective

88% of Users agree that 'Click to Talk' technology provides the fastest, most effective way to interact with Internet companies to get questions answered."

- Internal Client Case Study Research, 2004



Clients Concur: Phone Sessions More Productive (4.5X) than Chat

Live chat sessions often last longer than if the customer contacted customer-service via the phone. Kelly VanEschen, sales service manager of Niche Retail says. "Live chat can last for 45 minutes, where you could probably answer the same type of questions in a phone conversation in a matter of 10 minutes," she says.

-InternetRetailer.com, October, 2005



Click-to-Talk Leverages Existing Call Center Skills – Unlike Text Chat

Click-to-call also can be less expensive and time-consuming for clients to implement than text chat, because they already have trained call center staff, says Bob Chatham, analyst at Forrester Research Inc. "New clients don't really have to gear up for a whole new set of skills, they don't have to teach agents to write better, they don't have to teach them how to manage chat sessions," Chatham says. "They take advantage of existing phone skills."

-InternetRetailer.com, October, 2005

