SPG 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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ZiffTalk® Click-for-Talk Service
Sales Acquisition Tool for the Last Mile

Integrated Phone-Based Lead Conversion & Tracking Service   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.
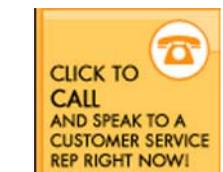
Call-to-Action Button Examples

- ### 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.

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 - BHMGolf.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.

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

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.

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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www.zifftalk.com

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	elliot		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	louise anderson	louise@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

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