



# Credit Traffic Source

*A division of CTS Marketing*

Tomorrow's Technology for Today's Online Advertising





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## Letter from the President

Thank you for your interest in Credit Traffic Source. You are probably fascinated by the power and promise of digital technology, especially in the world of online advertising. We are too.

Credit Traffic Source was developed to meet the growing need for online advertising that is relevant to the credit and finance industry. We provide targeted ad placements to increase your advertising ROI (Return On Investment), lower your CPA (Cost Per Acquisition) and enhance your Internet visibility and brand presence.

Through our advanced targeting methods, Credit Traffic Source places ads that attract top-notch consumers. Our detailed demographic and location-specific advertising results in a far higher conversion rate than our competitors, at a fraction of the cost.

The Credit Traffic Source team is comprised of experts in the fields of digital media and online marketing. Our management staff has over 50 years combined experience in the design and successful implementation of digital campaigns. This is augmented by a group of seasoned engineers and IT professionals who put in long hours perfecting our automated targeting systems.

We develop advertising strategies that keep you ahead of the curve. In today's marketplace, cutting-edge technology and advanced targeting methods are crucial to success. Let us put our technology to work for you!

Austin Eubanks  
President, Credit Traffic Source



## The CTS Approach

We take the guess work out of online advertising. By utilizing cutting-edge technology, your ads are placed in continuous rotation on sites targeted to your products and services. CTS partners with reputable, high-traffic web sites, promoting your business to a vast array of potential customers. We have developed ad placement strategies for major financial institutions as well as local car dealerships looking to increase walk-in traffic.

**Cost Effective Advertising**—Pay-Per-Click (PPC) prices are climbing everyday, and the credit and finance industry has been hit the hardest. Prime placement can cost \$20+ per click for keywords such as “bankruptcy” and “mortgage”. Our pricing model does not involve bidding; in turn, all our clients receive the same high-quality service and value.

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We take the guess work  
out of online advertising.

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## What Sets Us Apart

We develop multiple ads to describe your products and services. This allows for a much broader target demographic. Your ads are placed in continuous rotation throughout our network of hosts displaying 24/7 to your target audience. We implement a live thumbnail image of your landing page, thereby increasing your click-thru ratio and improving your Alexa and Google page rank.

### Campaign Example:

#### Text Ad

##### Take Control of Your Debt!

Consolidate all of your credit card bills into one affordable monthly payment

#### Thumbnail Ad



##### Eliminate Your Debt Today

Professional debt consolidation: decrease interest rates and lower your monthly payment

**Ad Campaign**—No single message captures everyone’s attention. We develop multiple, keyword-rich ads to expand your target audience beyond the normal range.

**Thumbnail Image**—Having a live screenshot of your landing page both increases click-thru ratios and your web site ranking.

**Rotation**—By using advanced technology we are able to continually rotate ads based on three important factors, fairness, effectiveness, and deadline.

More info on Ad Rotation. See page 4.

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Our campaigns attract a broader audience than traditional web ads, resulting in higher conversions.

# Marketing Strategies



Through our rotation BOT your ad is strategically placed on sites that are pertinent to your target industry. Ad placements are instantly determined based on a custom algorithm designed for optimum performance. These placements continually rotate throughout the duration of your campaign, generating maximum exposure and productivity. This revolutionary technology allows campaigns to be customized in ways never before possible.

**AMERICAN CREDIT REPAIR**

DEBT CALCULATOR CREDIT COACHING CONSOLIDATION CONTACT US

**Eliminate Your Debt Today**  
Professional debt consolidation:  
decrease interest rates and lower  
your monthly payment

## Ad Rotation

**your credit company.com**

Auto Loans

At YourCreditCompany.com we work with all credit types. Our process is fast and we offer the best deals available. We not only save you money, but it's as easy as 1, 2, 3.

**Drive into a Great Auto Loan!**

It's almost exciting to get a new car, whether the car is new or used. But financing that car can sometimes be a real burden. YourCreditCompany.com wants to help you take the auto loan process away and handle them the easy way with all credit types and we offer the best deals available. Now that's exciting!

Our process is a fast, free online application that brings you up to four loan offers, or just email YourCreditCompany.com and have someone ready to help if you ever need it, and our system is simple and secure. With built-in loan insurance and no late or delinquency, this is one easy financing way.

There are just three easy steps to take:

1. Create your login and select the type of loan you need.
2. Complete the wonderful and simple application.
3. Review up to four offers almost instantly.

Here's that for choice—up to four loans you can compare side by side. It's no obligation and stress-free. If you need financing for less than \$7,000, check out our personal loans. We also offer options for refinancing, private equity, and more financing.

YourCreditCompany.com knows you might have a few more questions. With our partner MyAutoLoan, we provide a whole nation of trustworthy credit questions, such as minimum requirements for an auto loan, shopping for the best rate, and how an auto loan affects your credit score.

Learn to buy smart and save thousands just by following our Buying Tool!

Read this, anyone?

[Click Here to Apply Now!](#)

**Additional Trusted Affiliate Sites**

- Get a Free Credit Consultation With Over 20 Years Experience, and We're Here to Help You!
- Free Debt Analysis! See the Fast way on the road to a credit-free life!
- Guaranteed Credit Repair! No more worrying about credit! Rebuilding your credit.

**Other Helpful Resources**

- Auto Insurance (Get an Instant Quote)
- Get Your Free Credit Report

**Sponsored Links**

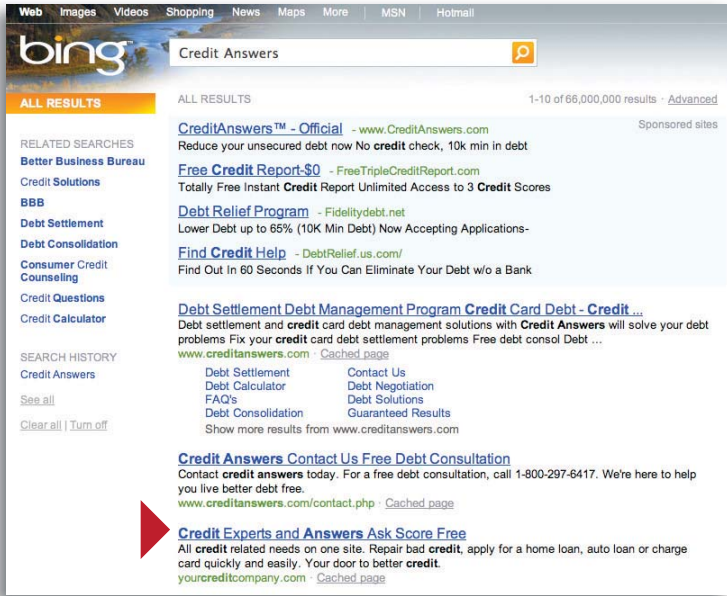
- Take Control of Your Debt! Consolidate all of your credit card bills into one affordable monthly payment
- American Family Insurance
- Home & Auto Insurance For A Single Family Member
- Compare & Buy Life

**Tools**

- Credit Watch
- Frequently Asked Questions
- Directory

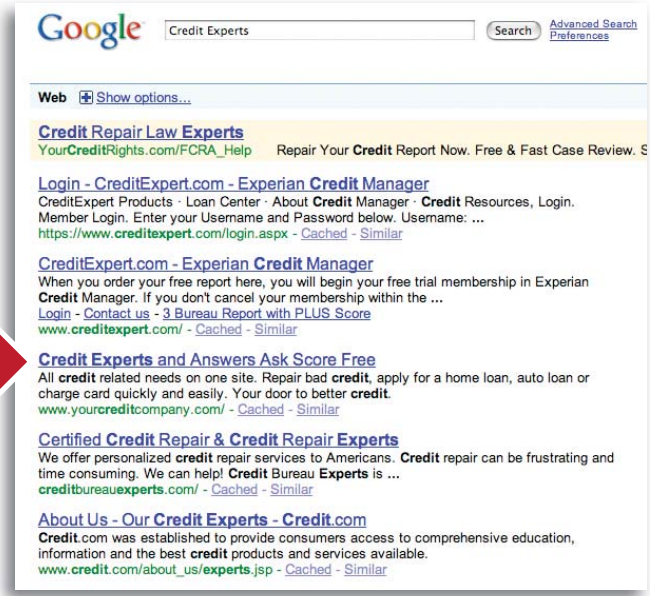
**guarantee**

**Take Control of Your Debt!**  
Consolidate all of your credit card bills into one affordable monthly payment



### #3 on Bing

- 3 of 66,000,000 under search “Credit Answers”
- Credit Answers searched 25,000 times monthly



### #3 on Google

- 3 of 59,300,000 under search “Credit Experts”
- Credit Experts searched 135,000 times monthly

We select the highest ranking sites for your ads.

## Outstanding Ad Placement

There is enormous competition for your online attention. Advertising with companies “above the scroll” using reasonable search terms, is a sure way to get noticed. Leveraging the SEO (Search Engine Optimization) of affiliated sites can quickly build popularity, with measurable ROI (Return on Investment).

msn

Yahoo!

Google

Credit Traffic Source

## Highest Conversion Rates, Lowest Cost

- Advanced targeting methods that increase revenue
- Industry first for credit and finance traffic
- Lower investment with higher returns

By targeting your ad placements to relevant web sites, we reach an audience that is interested in what you are offering. The result is a higher conversion rate, at a lower cost.

Targeted placements equal higher conversion rates.



Packages	Plan 1	Plan 2	Plan 3	Plan 4	Plan 5	Plan 6
Targeted Customers	150	250	500	1000	1500	2500
Package Cost	\$149	\$222	\$395	\$689	\$885	\$1,225
Package Code	CTS001	CTS002	CTS003	CTS004	CTS005	CTS006
Viewers	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Cost Per Click	\$0.99	\$0.89	\$0.79	\$0.69	\$0.59	\$0.49

## Packages and Pricing

We keep the CTS pricing model simple so it's easy to understand. By eliminating bidding we are able to offer the same high-quality ad placements to everyone. Our price per click never exceeds a dollar so all of our clients receive a tremendous value, regardless of the package they choose.



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