



Media Kit
Online Marketing for Education

Who is FunnelBrain?

- **FunnelBrain is a collection of educational questions and answers that are created, edited, organized and learned by the students, teachers and life learners who use it**
- **Our mission is to democratize education by providing free and low cost education solutions to students, teachers and life-learners**
- **Our approach connects prospective students with colleges and universities that are part of our Educational Network**
- **The company was founded in 2008 by Internet and Education executives from REALTOR.com, WebMD and leading education institutions**



What We Do

- **We provide a fun and interactive platform for learners and educators to create, edit, organize, collaborate and learn educational materials**
- **Our approach leverages common online behavior, like social networking and video uploads, and applies those behaviors to learning**
- **By integrating robust education content with lead generation programs, we are able to deliver high quality leads that increase enrollment and lower cost**
- **Our online education marketing programs include:**
 - Lead Generation
 - Display Advertising
 - Social and Email Marketing
 - Integrated Sponsorships



How Does FunnelBrain Help?

- We combine the best of social media with a world-class learning platform
 - Collaborative Study Teams
 - 3-Sided Multi-Media Flashcards
 - Online Quizzes
 - Intelligent Learning Tools
 - Blogging, Chatting, Ratings and Sharing
 - Document Storage
 - Scholarship Programs
 - Educational Games
 - Premium Test Preparation Resources

The screenshot displays the FunnelBrain website interface. At the top, there is a navigation bar with the FunnelBrain logo and links for Flashcards, Study Teams, Quizzes, and My Profile. A main banner area features a 'Here is how it works!' section with a '12,468 Flashcards Created!' statistic and four buttons: 'Create Flashcards', 'Buy Premium Flashcards', 'Join a Team & Collaborate', and 'Create a Study Team'. Below this is a search bar for 'Free Flashcards, Teams and Premium Content'. The main content area is divided into several sections: 'Browse FunnelBrain' with a grid of subject categories (AP biology, Spanish, AP Euro, Vocabulary, Math, AP Psychology, AP Lit & Comp, AP Chemistry, English, Social Studies, Multiplication, AP Physics, AP Environmental Science, AP biology, Spanish, AP Euro, Vocabulary, Math, AP Psychology, AP Lit & Comp, AP Chemistry, English, Social Studies, Multiplication, AP Physics, AP Environmental Science); 'Most Popular' featuring four featured items like 'Silver Passage' and 'Crosswinds'; 'Top Contributors' and 'Study Teams' with user avatars and team details; and 'Current Competitions' with a table of ongoing events. The footer contains a blog link, legal information, and copyright notices.



Partnership Opportunities

FunnelBrain provides you with a number of targeted solutions to reach and engage your audience including:

- **Customized Lead Generation Programs**
 - Cost Per Lead
 - Content and Geo Targeted
 - Real-time or batched delivery
 - Custom lead filtering criteria

- **Display Advertising and Integrated Sponsorships**
 - CPC, CPM and Fixed Price Display
 - Customize Integrated Product Placement opportunities

- **Email and Social Marketing**
 - Reach teaches, students and life-learners
 - Bi-Weekly, Monthly and Quarterly programs available



How We Generate Inquiries

■ Customized Lead Programs For Your School

- FunnelBrain will develop content in the form of quizzes, exams and study materials related to the programs you are recruiting (e.g. MBA, Graphic Arts, Accounting, etc.)
- FunnelBrain will drive traffic to the review materials for students that are interested in the subject area or degree program
- Students have the option to opt into receiving additional information for your school

■ Contests and Learning Competitions

- FunnelBrain hosts academic competitions and contests for students of all ages
- Competitions include SAT, GRE and GMAT Challenges, Academic Decathlon Scrimmages and other premium academic competitions that attract highly qualified students
- Participants have the option to opt into receiving additional information from your school

■ What this Means to You

- On FunnelBrain, students spend over 20 - 30 minutes on each exam engaging with your review materials
- The quizzes are completely customizable for ANY program or degree

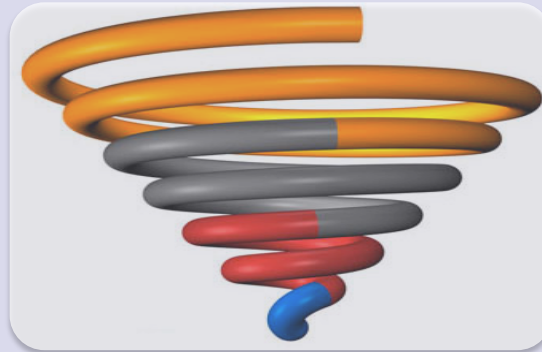


Customized Lead Marketing Programs



Traffic

- SEO / SEM Search
- Direct Traffic
- No Affiliate



Lead Funnel

- Customized Quizzes
- Learning Competitions
- All Designed For Your Degree Program



Enrollment

- Motivated Students
- Lower CPS From Qualified Leads

So How Would It Work?

Below is an example of a lead generation program to capture contact information and expressions of interest from potential students:

- FunnelBrain creates a practice exam for your MBA Program
- The practice exam is offered for free through promotions on FunnelBrain and a customized search engine marketing campaign
- Takers of the free exam can indicate interest in receiving information about your degree programs
- Leads are transmitted directly to you either in real-time or through a batch daily process

The screenshot shows a web browser window displaying the FunnelBrain website. A modal window is open in the center, titled "Congratulations! You're Almost Done!". The modal contains a registration form with the following fields: "First and Last Name", "Address", "City", "State" (a dropdown menu), "ZIP", "Phone Number", and "Date of Birth" (a dropdown menu). Below these fields is a section titled "Educational Interests" with the instruction "Please send me information on educational programs from (check all that apply):". There are six checkboxes: "Devry", "University of Phoenix", "Online MBA Programs", "Walden", "Online Under-Grad Programs", and "Online Cert Programs". At the bottom of the modal is a green "CONTINUE" button. The background of the website shows a navigation bar with "beta", "Help", "SHARE", "SIGN IN", and "SIGN UP". The main content area includes "Practice Exams" with a "SAT Practice Exams" button, "Online Scrimmage", and "Other SAT Study options available from FunnelBrain:". A sidebar on the right has a "START TESTING TODAY!" button. The footer contains links for "Blog", "About Us", "Legal", "FAQ", "Feedback", "Video Demos", "Advertise", "Site Map", and "Contests".

We Also Have: Display Advertising

Designed to Provide broad reach across FunnelBrain's media channels

Deliver highly relevant and targeted messaging through:

- Banner Placements and Integrated Sponsorship
- Landing Page Content based on ad content and visitor interest
- Email Placements and Promotions

Advertising benefits:

- FunnelBrain users are often studying with a specific objective like getting into an MBA program, a University's ads are particularly relevant
- The online academic environment is an ideal forum for brand awareness efforts
- FunnelBrain provides constant multi-variant testing and optimization

The screenshot displays the FunnelBrain website interface. At the top, there is a navigation bar with the FunnelBrain logo and links for 'Flashcards', 'Study Teams', 'Quizzes', and 'My Profile'. Below the navigation bar, the main content area features a 'Flashcard Deck' for 'AP World History 600-1450 C.E.'. The flashcard shows a question: 'Who was the final emperor to lead the western half of the Roman Empire?' with a 'SEE THE ANSWER' button. To the left of the flashcard is a 'Your Progress' section with a funnel icon and 'Enable' and 'Reset' buttons. To the right is an 'About this Free Flashcard Deck' section with a 'Share This' button, a 'Last Updated By' field, and a 'Flashcard Review' section with a list of 10 questions. Below the flashcard is a 'Discussion Board' section with a 'POST' button. A blue box with the text 'Advertising Opportunity' is overlaid on the bottom right of the flashcard deck area. At the bottom of the page, there is a footer with links for 'Blog', 'About Us', 'Legal', 'FAQ', 'Feedback', 'Video Demo', 'Advertise', 'Site Map', and 'Contests'. Copyright information and trademark notices are also present.



How Are We Different?

- **100% performance based**
- **Search, social and organic traffic**
- **Unique product mix to target specific categories, programs, enrollment goals and branding needs**
- **Content-Based marketing approach**
 - Quizzes, Flashcards and review materials created for your programs
 - Constant optimization and testing to ensure optimal lead generation to meet your budget
- **Proprietary technology and product platform**
 - Our platform is designed to engage students and present them with opportunities that meet their needs



In Summary

- **We are 100% performance based**
- **Based on your recruitment needs, we design, implement, manage and optimize the customized “content-based” lead programs**
- **Our industry leading technology and platform allow us to design unique lead capture programs that include quizzes, flashcards, scholarships, and education based contests**
- **Our team has deep experience in enrollment management, lead generation and educational marketing**





Try us out....

Trial Program: No setup or upfront costs

Term: 60 or 90 Days

Fees: Cost per Lead