



FUNNELBRAIN

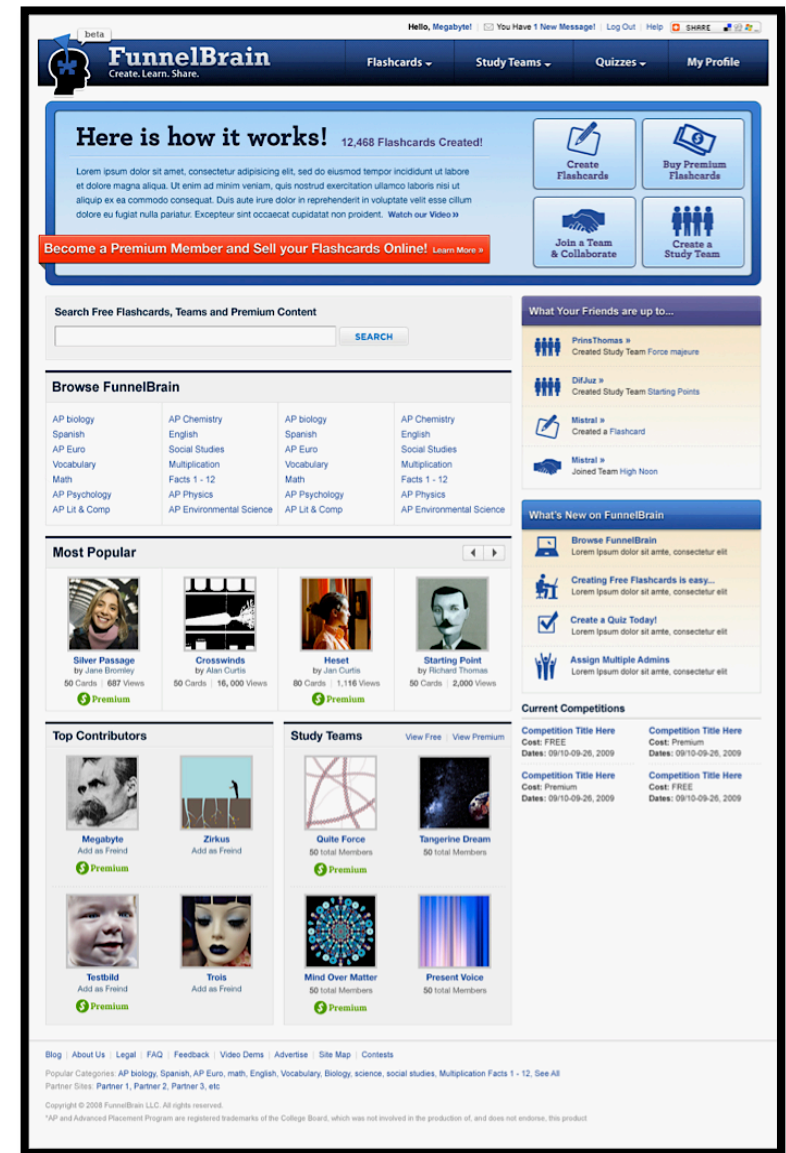
ONLINE MARKETING

**GET EDUCATED ON THE SITE THE DELIVERS QUALIFIED STUDENTS
TO YOUR SCHOOL**

FunnelBrain

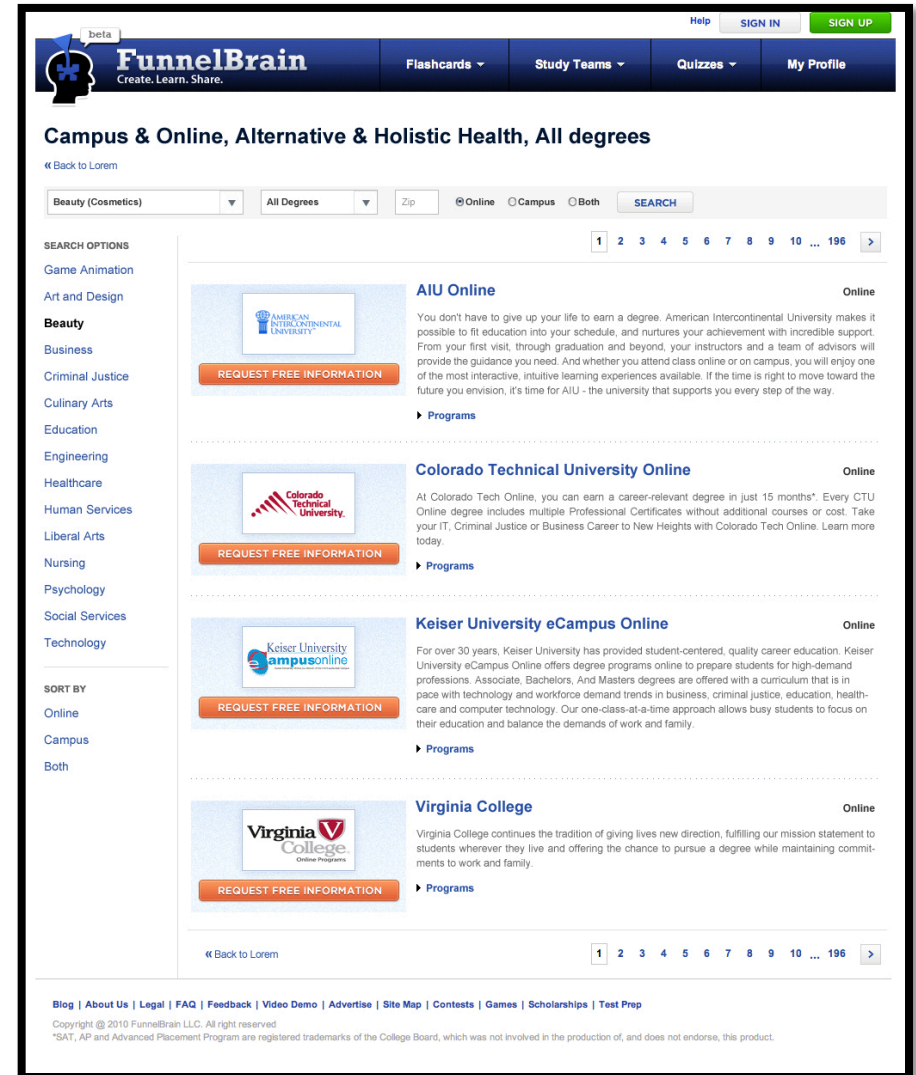
ABOUT FUNNELBRAIN...

- Founded in 2008, by Internet executives from REALTOR.com, WebMD and educational experts, FunnelBrain has been creating collaborative online educational products for students of all ages
- Today, FunnelBrain has more than 1,000,000 quizzes, flashcards and study teams across 1,000s of subject areas.
- Each month, high school, college and adult learners visit FunnelBrain to find and create study materials, work in groups and research colleges.
- FunnelBrain's leading learning platform and search experience provides students with access to great review materials and search options to explore online and campus college options.



FUNNELBRAIN AND EDUCATION MARKETING...

- The FunnelBrain Network is a full service online marketing solution comprised of effective college research solutions, websites and email publishers.
- We leverage proprietary search and quiz technology, partnerships, knowledge, and experience to provide the highest quality in educational marketing and service.
- We provide online and offline education companies with the targeted volume needed to generate motivated prospective students, resulting in positive ROI.
- At this site, visitors can select the program that they are most interested in and complete their request by submitting their information to a school that matches their selected program



HOW IS FUNNELBRAIN DIFFERENT...?

■ A School's Focus:

- Compliance
- Regulation
- Quality
- Enrollment
- Graduation Rate (Net tuition revenue or LTV)

■ A Traditional Lead Company Focus

- Cost Per Enrollment
- Quantity
- Revenue
- Allocation

■ FunnelBrain's Focus

- Student Experience
- Study Readiness
- Compliance and Quality
- Net Tuition Revenue per Student
- Enrollment

Frank and Ernest



HOW IT WORKS...

Through a variety of online marketing strategies, the FunnelBrain Network advertises banner, email and search engine ads.

Respondents to the ads are then directed to FunnelBrain's educational search site.

At this site, visitors can select the program that they are most interested in and complete their request by submitting their information to a school that matches their selected program.

They can also research and take quizzes about various degree programs in order to better inform their decision and qualify for your programs.

DRIVING TRAFFIC...



Targeted Email and Social Marketing to Opt-in Audiences who have self-selected education as their category of interest.




Key Word Search Engine/Contextual Online Advertising targeting specific business/franchise categories.



Organic and SEO traffic from proprietary optimization technology and content.




Qualifying Quizzes
College Search




Don't limit your choice of colleges.

The bigger the selection the better your chance of finding the school and degree that's perfect for you.

 **Click Here**
For Unlimited Choices

FunnelBrain

FunnelBrain

 For Unlimited Choices

ONLINE MARKETING SOLUTIONS...



How Do You CONTROL FOR QUALITY...?

Compliance Officers and Teams?

Cutting back your affiliate programs?

Taking away host post options?

Engaging with students on a meaningful basis?

Adding disclaimers?

Restricting FA info?

Restricting certain key words?



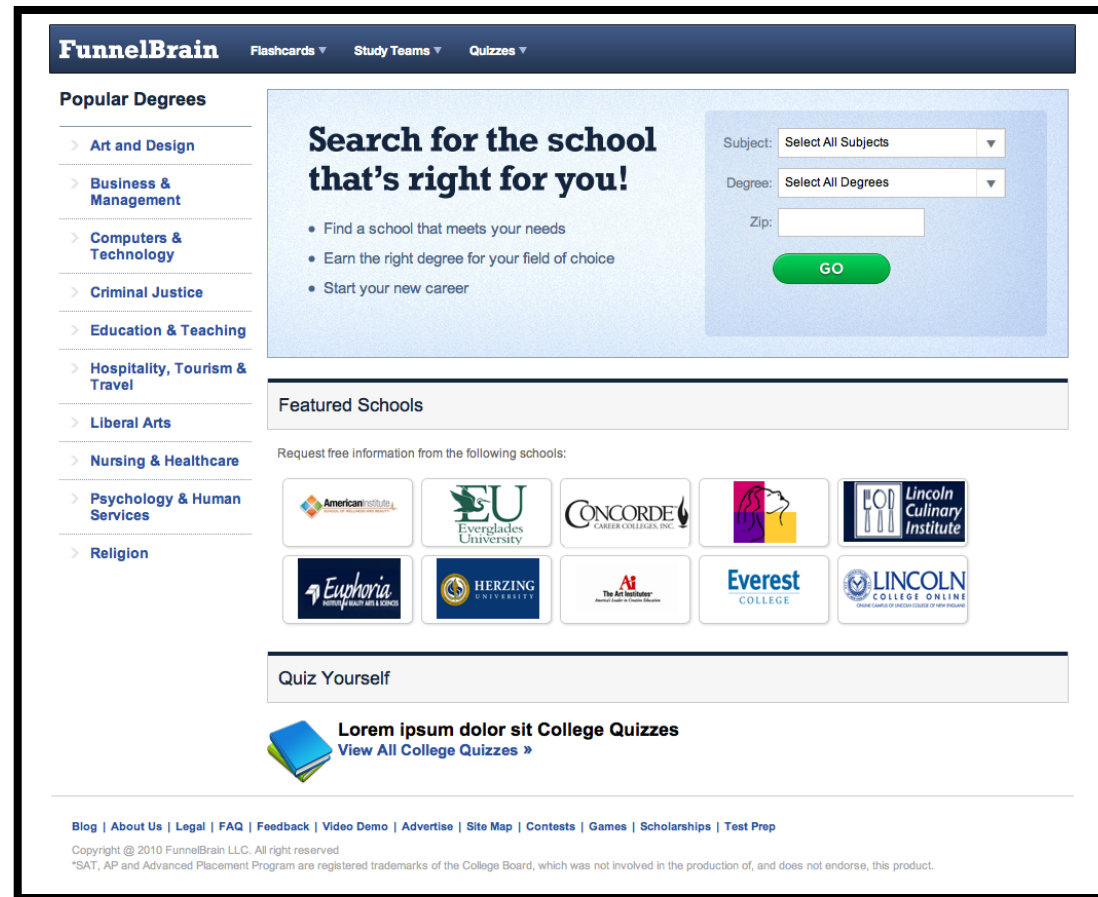
PROSPECTIVE STUDENT QUIZZES...

- Do Your Leads Have The Core Knowledge to be Successful at the Next Level?
- Do Your Affiliates Send You High Quality Targeted Leads?
- Engage -> Qualify -> Convert:
 - Engage The Student in a 10 Question Quiz about any Degree Area or General Education Knowledge
 - Qualify Students Beyond Demographic Information
 - Set Scoring Threshold's For Leads and Not Just Valid Phone Numbers
 - Ensure Quality From Your Affiliates
 - Produce a Higher Value Lead

The image displays three identical screenshots of a quiz interface, stacked vertically. Each screenshot shows a quiz titled 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus dictum, metus id dapibus pul vinar, neque nisi in diam?' with a progress indicator '2 of 23'. The question is followed by four multiple-choice options, all of which are identical to the question text. Below the options are buttons for 'NEXT QUESTION', 'Back', and 'Powered by FunnelBrain'. To the right of the question is a 'Scoreboard' section with the following data: Average Score 60%, Highest Score 100%, Lowest Score 10%, 1,006 people completed this quiz, 62 people got all the questions right, and 12 people scored at the bottom. At the bottom of the scoreboard are links for 'Find a School', 'Share This', and 'Play on Full Screen'.

COLLEGE SEARCH AND INFORMED CHOICES...

- Looking For More Traditional Online College Marketing?
- FunnelBrain College Search is a complete marketing solution for your school including directory listings, featured placements and integrated lead forms.
- An education marketing campaign is only as good as the schools it represents and the marketing that drives quality traffic to its pages.
- Only credible and established schools are invited to participate on The FunnelBrain Network.
- We provide complete integration to each advertiser's site, so that your quality content becomes the focus of the The FunnelBrain Network.





A CPL MODEL THAT WORKS FOR YOUR SCHOOL

ONLY PAY FOR THE QUALIFIED LEADS DELIVERED DIRECTLY TO YOU

Thank You