

Creative Approaches, Inc.

Guaranteed Performance Improvement
Through Technology Since 1983

Introducing *TrackDisc*

While direct mail response rates can be as high as 5% for certain targeted audiences, most marketers have come to accept a 1% response rate as a *good* return on investment.

TrackDisc is a revolutionary tool that *significantly* increases direct marketing response rates, thus resulting in many more responses for the same number of distributed pieces. What's more, the *exact* number of responses can be tracked via the Internet!

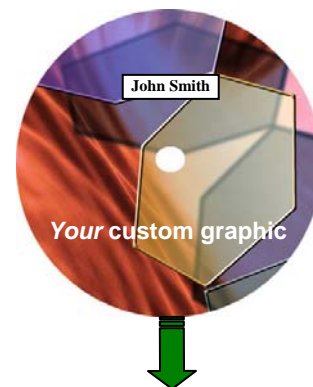
What is *TrackDisc*?

TrackDisc is a uniquely *serialized and personalized* CD-ROM that carries *your* message to *your* prospects in a hard to resist package with *their name printed on the surface* of the CD. Recent research shows that recipients of a *personalized* CD-ROM will rarely discard it. Most will play it and will see your message. Worst case, they will pass it along to a colleague or friend.

TrackDisc delivers your message and provides some link options. Perhaps the links direct the user to your Web site, perhaps to view a PDF or a movie on the CD. Whenever any of those options is selected, the proprietary programming of *TrackDisc* routes that request to the *TrackDisc* response tracking system called Boomerang. Boomerang does three things:

- 1) it logs in the request using the unique identity of the CD
- 2) It generates an email to the sales rep assigned to that particular prospect, and
- 3) It re-routes the viewer to the originally intended link, all within a few seconds.

A few days after the rep receives the email, he or she should make a "routine" follow-up call asking the recipient "Have you had a chance to look at the CD we sent to you recently?" What better time to discuss the message on the CD than within days of *knowing* it has been viewed?



Uses for *TrackDisc*:

- To track when a recipient has viewed the CD (and see what options were selected)
- To insure you get paid for every Training CD or Software CD you distribute (see *Guaranteeing CD Product Revenue* below)
- To distribute a newsletter on CD (containing movies and audio) that you want to track
- To distribute any information where there are compliance requirements (where you must prove that everyone viewed the material)

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Current Pricing:

<i>TrackDisc</i> Design & Develop.	Total				
Interface (Splash Screen) Design	\$100				
Content Writing	\$0				
Programming	\$500				
Populate DB with Addressee Info	\$200	(Optional)			
Video (Prepare, shoot, edit)	\$650	(On-camera "interview" format - duration 1 minute)			
Development Total	\$1,450				
Creation/Packaging/Mailing					
	Number of Pieces				
Job Components	500	1,000	2,500	5,000	10,000
Development	\$1,450	\$1,450	\$1,450	\$1,450	\$1,450
CD Creation	\$1,398	\$2,745	\$6,588	\$12,175	\$22,400
4-color Printed, Coated Mailer	\$600	\$600	\$750	\$1,075	\$1,800
Insertion	\$55	\$110	\$275	\$550	\$1,100
Postage (presorted first class)	\$290	\$580	\$1,450	\$2,900	\$5,800
TOTAL	\$3,793	\$5,485	\$10,513	\$18,150	\$32,550
Cost Each	\$7.59	\$5.49	\$4.21	\$3.63	\$3.26
Window Sleeves vs. Mailer	-\$620	-\$640	-\$850	-\$1,275	-\$2,250
TOTAL (Sleeves vs. Mailer)	\$3,173	\$4,845	\$9,663	\$16,875	\$30,300
Less Postage	-\$290	-\$580	-\$1,450	-\$2,900	-\$5,800
TOTAL (In Sleeves for Handout)	\$2,883	\$4,265	\$8,213	\$13,975	\$24,500
Cost Each	\$5.77	\$4.27	\$3.29	\$2.80	\$2.45

Required From Client:

Logo and other existing graphics (from Web site?), questions for video interview, desired links, mailing list for database (optional).

Includes Duplication, Media, Custom Thermal printing, Screenprinting, films, match proof and data setup.

Running the Numbers

There are three cost-related benefits of using *TrackDisc* – all of them good!

Cost savings per response

IF you designed, developed and mailed 5,000 brochures at a total cost of \$5,000 (\$1.00 each) and got a good response of 1.0% (50 total), each response cost you \$100.

IF you mailed 5,000 personalized *TrackDisc* CDs at a total cost of \$17,500 (\$3.50 each) and got a response of 10% (500 total), each response cost you just \$35.

Savings: \$65 per response *plus* you received 450 more responses!

Same results at less cost

IF you desired to obtain 50 new leads and anticipated a 1% response rate, you would need to send out 5,000 brochures. Assume the same cost in the above example of \$5,000 or \$100 apiece.

To get the same 50 leads from a mailing that achieved a 10% response rate, you would only need to send out 500 pieces. Five hundred *TrackDisc* s cost just \$3,700.

Savings: \$1,300 (26%)

Thinking green!

If you send out 5,000 pieces and only 1% (50) become leads, the other 99% (4,950) end up in the landfill.

If you send out only 500 pieces and 10% (50) become leads, only 450 end up in the landfill

Savings: 4,500 pieces kept out of the landfill (90% less waste)

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Frequently Asked Questions

1) *How does TrackDisc work?*

Each *TrackDisc* CD is uniquely encoded. When the viewer clicks any of the links on the CD to go to (any) URL location that you define, the following occurs:

- i. The recipient's name is looked up
- ii. The assigned sales rep's email address is looked up
- iii. A notifying email is sent to the sales rep indicating that [person's name] just viewed the CD
- iv. The recipient is directed to the selected link

2) *What can I put on TrackDisc?*

- You can include multimedia programs, Word documents, PDFs, spreadsheets, and even audio and video movie files. Perhaps you are selling a Training CD or Software CD and want to be sure you get paid for every use of that CD on a different computer. You can use *TrackDisc* to distribute any information where you must prove that everyone viewed the material (compliance requirements). The only limitations are the capacity of the CD (typically 650 MB).

3) *How does the recipient's information get into the TrackDisc system?*

If you can provide the mailing list electronically with your order, it can be automatically inserted into the system. It can also be entered into the system by anyone with the password for accessing the "Add recipient" screen.

4) *What about getting "late" entries into the TrackDisc system?*

Some *TrackDisc* CDs may not be intended for mailing but instead are intended for distribution at a trade show. Simply trade the *TrackDisc* for the recipient's business card and note the *TrackDisc*'s number on the back of the person's card. Later that day, access the Internet and access the "Add recipient" screen to associate the information from the person's business card with the CD identifier.

5) *What tracking information is available?*

Authorized individuals can monitor each individual CD to see who it was sent to, when it was sent out, what options were selected, when it was viewed and how many days elapsed between *sent* and *viewed*. You can also monitor which sales rep is assigned to which CD as well as the various response rates between one rep and another.

6) *What if the link-to locations change after the CD is distributed?*

Each link location on each *TrackDisc* is associated with a link number (link 1, 2, 3, etc.). The original link locations are set up for you as part of initial setup for your project. You will be given password access to your account for your project that will enable you to change those links as needed (perhaps a particular program is no longer offered, or the PDF on the CD becomes obsolete. You can put the new version of the PDF on the Internet and change the link in Boomerang to link to the new version of the PDF instead.

7) *How long does it take to create a TrackDisc?*

The "critical path" for creating a *TrackDisc* is largely determined by *you*. An optimal timeframe would be three weeks from receipt of all final materials to be ready for distribution.

Guaranteeing CD Product Revenue

If you are currently obtaining revenue from a product or service you are distributing on a CD, *TrackDisc* technology can help *insure* that you get paid for every CD that contains your product or service, whether it is created and distributed by you or by someone wishing to give a copy to a friend or associate.

Training or Seminar CD:

Companies and individuals pay consultants and trainers to share their expertise. *TrackDisc* lets consultants and trainers use CD technology to deliver that same expertise on CDs and actually *encourage* the proliferation of those CDs (see *How does it work* below). The good news for the consultant/trainer – each time a CD is launched on a different computer, there is the potential for another sale (or the viewer won't be able to use the program).

Introducing *TrackDisc*

Training or Seminar CD (continued):

Who can use this?

Easiest: Any trainer/consultant who is already selling their expertise via CD.

Otherwise: Let us work with you to create *your* content on CD that you can sell using *TrackDisc* to maximize your return on your expertise (or “get paid while you sleep” as one training consultant put it).

How does it work?

We work with you to customize the *TrackDisc* programming on the CD. When the CDs have been created, you then hand them out or mail them out to individuals interested in your area of expertise. Assume a single CD has five different “courses” on it. Based on the recipient’s particular area of interest, you provide a specific password along with the CD that allows access to a “sample” of the course that is of the most interest to the recipient.

The recipient will (eventually) insert the CD into a computer, key in the password and have full access to the specific course “sample”. If they like what they see, they are instructed to *click here to order online*. Once payment is made by credit card, the user receives the *full* password for the purchased program and then is presented with a screen listing all of the other courses on the CD. A past client of ours would get orders for multiple courses at this time -- all for distributing a FREE CD!

Then ... the best part ... The recipient can be offered the opportunity to order *more* CDs to send to friends and associates – for FREE. You, of course, are happy to send them out because each is a potential sale being recommended to a new prospect by a friend of theirs!

Hybrid CDs:

A Hybrid CD contains high-bandwidth components (audio or video) that cannot be viewed from a Web site by users with a slow dialup connection. You can promote a specific component (a video you either want to sell or to insure that all recipients viewed it). *TrackDisc* lets you promote the video via your Web site and present an option to “click here to play”. Only if they have the *TrackDisc* in their CD drive will the component (audio/video) be played from the CD. Imagine being able to watch full-screen video via a slow dialup connection!

Software on CD:

TrackDisc lets software creators use CD technology to deliver their software on CDs and actually *encourage* the proliferation of those CDs (either by requesting more for **FREE** to give away, or by making copies for friends and associates). The good news is that each time a CD is launched on a different computer, there is the potential for another sale (or the viewer won’t be able to use the program).

Who can use this?

Easiest: A firm that is already selling their software via CD.

Otherwise: Let us work with you to present your software via CD in a way that that you can sell it using *TrackDisc* to maximize your return on your programs.

Introducing *TrackDisc*

Software on CD (continued):

How does it work?

We work with you to customize the *TrackDisc* programming on the CD. When the CDs have been created, you then hand them out or mail them out to individuals interested in your program(s). Assume a single CD has five different programs on it. Based on the recipient's particular area of interest, you provide a specific password along with the CD that allows access to a "sample" of the program that is of the most interest to the recipient.

The recipient will (eventually) insert the CD into a computer, key in the password and have full access to a "teaser" about the program. If they like what they see, they are instructed to *click here to order online*. Once payment is made by credit card, the user receives the *full* password which presents a screen listing all of the other programs on the CD. A past client of ours would get orders for multiple products at this time -- all for distributing a FREE CD!

Then ... the best part ... The recipient can be offered the opportunity to order *more* CDs to send to friends and associates -- for FREE. You, of course, are happy to send them out because each is a potential sale being recommended by a friend!

About Us

Creative Approaches, Inc. is the senior vendor in the computer-based training / e-learning industry, having specialized in custom Computer-Based Training (CBT) program development since our founding in 1983. Our first animated, narrated product was successfully launched on the Internet in 1996.

We are experts at creating user friendly and intuitive interfaces and at using a variety of authoring tools. Such tools include, but are not limited to, Authorware, Director, Dreamweaver, Flash, and Fireworks. Web-related tools include HTML, ASP, Access and MS SQL server-based databases.

Our clients include ADP, AT&T, Carrier, Dun and Bradstreet, Eastman Kodak, IBM, Johnson Controls, Liberty Mutual, MCI, National Grid (Niagara Mohawk), Olympus, Thrivent Financial for Lutherans, University at Buffalo, Volvo, and Xerox, among many others. We have worked on projects throughout the U.S. and in Canada. We have delivered projects in French, German, Italian, Portuguese, Spanish, Turkish, Japanese and Chinese.

We have developed hybrid CD programs where up-to-the-minute interactive content is accessed via the Internet. As high-bandwidth elements such as video and audio are required, they are seamlessly integrated from the CD into the Web-based material, thus making high bandwidth media available to persons still having slow dial-up Internet connections.

TrackDisc is a culmination of our CD-based content delivery expertise and our Web-based database tracking of training completions.

Our own Demo CD has a trackable component. In the three years we have been sending them out, we currently have a 51% response rate.

Our staff includes instructional designers, storyboard writers, graphic designers, multimedia and Web-based programming technicians, as well as editors, proofreaders and testers to insure that each delivery to the client meets the highest standards—all within budget and on schedule.