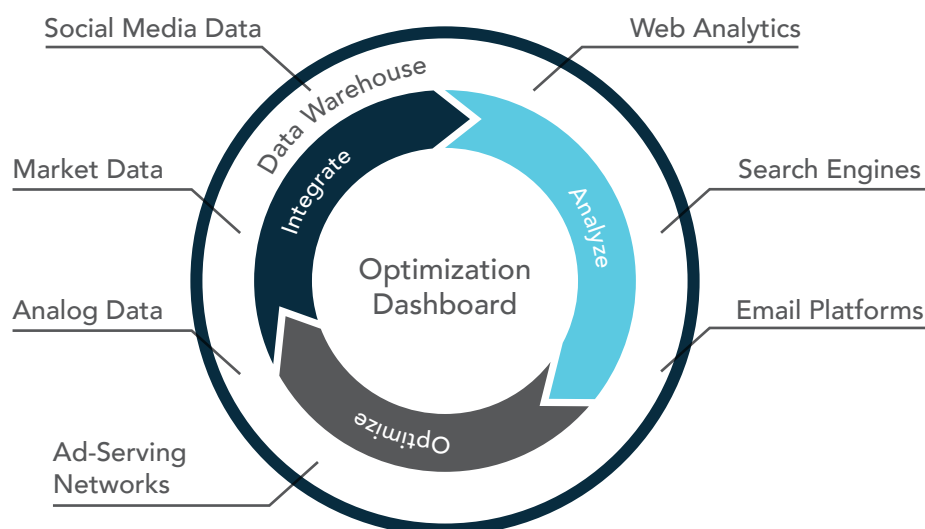


TOOLS THAT CENTRALIZE YOUR DATA. EXPERTISE TO OPTIMIZE YOUR MARKETING.

Our Campaign Optimization Practice (COP) combines powerful data management with expert analysis and consultation to give you a customized, turnkey solution that delivers peak performance from every marketing dollar you spend.

- Hiccup uses our proprietary data management system to develop a centralized warehouse of all your key marketing data.
- This completely web-based, secure system can be tailored to your specific needs and marketing channels — including digital, direct, broadcast and more.
- Access information on demand with the Hiccup Optimization Dashboard — from response to cost per conversion.
- Dashboard reports allow you to determine average CPC and CPA for entire marketing program or per campaign and drill down by DMA, channel, vehicle and more.
- Flat file or API, we can work with your data in the formats that you have available.
- Our marketing experts analyze and interpret your data to find synergies among your marketing channels and optimize your overall strategy.

"Half the money I spend on advertising is wasted; the trouble is I don't know which half." - John Wanamaker



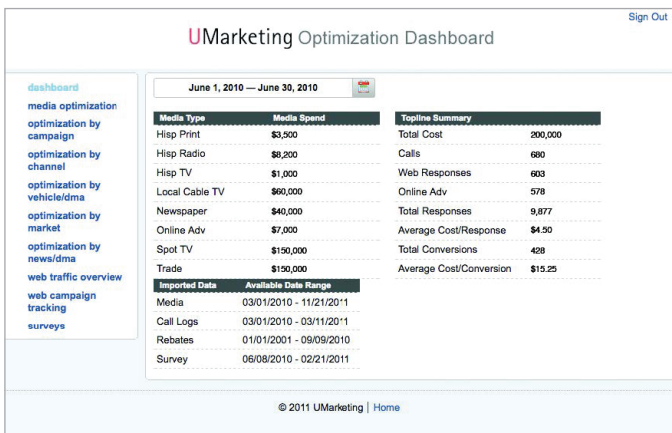
TOOLS THAT CENTRALIZE YOUR DATA. EXPERTISE TO OPTIMIZE YOUR MARKETING.

Real-time results. Powerful, flexible reporting. True marketing optimization.

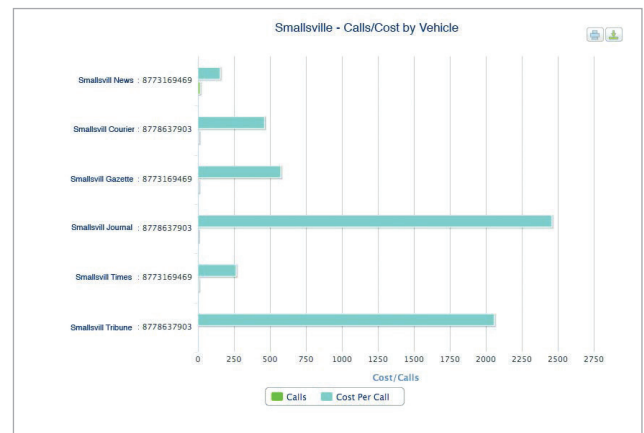
The Hiccup Optimization Dashboard gives both client and Hiccup staff real-time online access to the performance of all your marketing spend — including Web, broadcast, mail, call center, print and more.

Even more important, this powerful tool provides an accurate basis for marketing spend analysis and development of media and channel strategy to optimize your marketing.

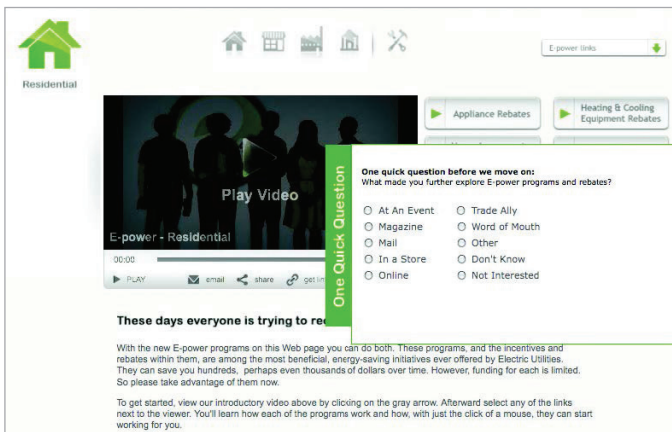
For information, please visit hiccupny.com or email info@hiccupny.com.



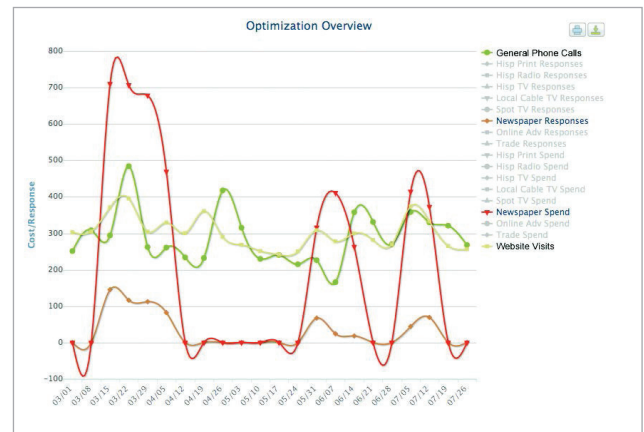
All your marketing data is integrated into one user-friendly interface.



Dashboard reports let you easily access the exact information you need—from response to cost per conversion.



Even typically non-trackable response (e.g., word of mouth, billboard, social media) can be captured using vanity URLs, phone numbers or modal window surveys.



Driven by the insight and analysis enabled by the Optimization Dashboard, UMarketing will interpret results to help maximize ROI and ensure optimal marketing decisions.