Behavioral Targeting Service Summary

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Quick Links
Portfolio.OxfordPierpont.com
Websites.OxfordPierpont.com
SEO.OxfordPierpont.com
Contact.OxfordPierpont.com

Process Your Payment
OxfordPierpont.com/payments

Oxford Pierpont provides business development and digital marketing services to corporate clients locally and internationally. Learn more at Oxford Pierpont.com.

Oxford Pierpont offers clients new growth opportunities through its supply of *behavioral targeting* based referrals. This form of targeting only approaches 3% of the market by identifying individuals based on their search history and data analytics. Their behaviors indicate their level of intent to pursue a specific legal service, and we use this information to generate referrals for our clients.

Factually, referrals generated through behavioral targeting are of higher quality than traditional referrals, as they are in-market and actively searching for the service of the Client Company, rather than being approached through traditional methods of demographic targeting.

Because of the increased quantity and quality of these referrals, Oxford Pierpont is able to offer and honor a minimum guarantee to its clients for this behavioral targeting service.

Scope of Work & Expectations

Algorithmic Research
Oxford Pierpont will provide the Client Company with an average of 40 to 50 local VA loan leads generated through our proprietary behavioral targeting algorithms. Our algorithms are capable of providing 200+ referrals per month, should such a quantity be requested.

Setup Duration
The first 7 days of service are used to train the algorithm to identify its targets for your particular location, by assessing the traffic of every competitor within a 50 mile radius of the Client Address. This period ensures that the system knows definitively which targets are preferred, and which are to be ignored. After this system-setup period, referrals can be expected to flow with consistent regularity, indefinitely. Your campaign will be closely monitored in the first active week to ensure that you are satisfied with the quality of our work, and we will make adjustments according to your feedback and your needs.

Minimum Guarantee
Oxford Pierpont guarantees a minimum delivery of 25 referrals per month. Should Oxford Pierpont fail to deliver the minimum quantity of referrals within a period of 30 days, Oxford Pierpont agrees to either issue a full refund of the money paid for that month's service, or credit the next month of service – whichever the client prefers.

Billing Terms
The cost of Oxford Pierpont's data science services is a flat rate, billed at $5,000 per month. This total is to be paid in full at the start of service each month, and is billed automatically until cancelled. Cancellations require a minimum of 7 days advanced notice. This service is not an annual contract and can be cancelled at any time.

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Client Name

Bob Hunter, Operations Director
Oxford Pierpont, Inc.

_____
Client Company

_____
Date