



LAVA BOOST

www.lavaboost.com

What can Lava Boost do for your online sales?

bing™

Authorized Reseller

YAHOO! | bing
NETWORK

Who are we?

- **LAVA BOOST** is a Internet marketing company and contextual network that is comprised of over *250,000* high traffic popular websites that are utilized to deliver their traffic to your website.
- **WHAT THIS MEANS TO YOU** is that we strategically place graphical banners , text ads, interstitial ads and pop unders on sites in our network that are directly relevant to your industry, products and services. Our focus is creating sales and brand awareness for our clients and we achieve this goal through advanced targeting features and strategic ad placement.

FYI

- **LAVA BOOST** can geo target to specific regions, states, or countries which allows your ads to reach your target consumer anywhere, anytime, anyplace. We can even have your ad displayed at certain times during the day within your normal business hours if you choose.

What we provide...

- **LAVA BOOST** uses next generation Interstitial ad's, Pop under ads and features text ad's and customized graphical banners that offer a high rate of conversions while generating millions of impressions.
- **WHAT THIS MEANS TO YOU** is that you are only charged if someone comes to your website through our network to inquire about your products and services. Branding is a valuable method of promoting current and future sales online. Your banner can be displayed millions of times throughout the whole web at no extra cost while waiting for the clicks to accumulate. **THIS FEATURE CREATES FREE BRANDING.**
- **LAVA BOOST does not charge** for keywords related to all contextual ad campaigns.
- **WHAT THIS MEANS TO YOU** is that we can get creative with keywords for each campaign without ever going over budget. The benefit of utilizing free keywords is that if you are in an industry where the average cost per click can be expensive you risk being budgeted out after a couple of hundred clicks. We deal in volume to generate quality clicks with keywords factored into our discounted flat rate pricing.

What is Alexa.com?

- **LAVA BOOST** is not an SEO company by any means however the ancillary benefit of traffic we deliver to your website can significantly boost your Alexa rating creating tremendous value for your site.
- **WHAT THIS MEANS TO YOU:** With a solid Alexa rating your website becomes more relevant and optimized, therefore boosting your organic searches on all major networks. **THIS FEATURE CREATES ORGANIC SEO** (No additional cost).

FYI

- The traffic **LAVA BOOST** provides, creates a high volume of visitors that benefit all aspects of your websites search recognition, sales and growth. Your website's Alexa position is an important metric when it comes to search, placement, keywords, and overall popularity. **We encourage our clients to check their website's statistics occasionally on alexa.com to see where they stand.**

Retargeting is KING!

- **LAVA BOOST** offers retargeting features for all of our clients CPC campaigns.
- **WHAT THIS MEANS TO YOU** If someone does not buy your product after clicking your ad the first time, that ad is set up to follow the user to each website they go to thereafter.

F.Y.I

Your ad can start showing up on major websites that are highly frequented at a discounted cost per click.

Return On Investment Tracking (ROI Pixels)

- **LAVA BOOST** implements ROI tracking pixels with every CPC campaign to ensure complete reporting accuracy and transparency.
- **WHAT THIS MEANS TO YOU:** When investing in an online marketing campaign it's important to know where your money is allocated and what are the returns.

WITH THAT SAID....

- Through the use of the ROI Tracking Pixels, both **LAVA BOOST** and the client are both notified when conversions are generated through our network.
- We provide our clients weekly and monthly data reports showing total ad impressions, total clicks received, keywords and channels that triggered the clicks, Alexa rank, and conversions.

Consider this...

- We focus on quality clicks and make weekly adjustments to each campaign to ensure we find the proper channels and sites in our network that get you optimal results.
- We deal with our customers on a one on one basis. Our marketing professionals are experienced and educated in developing high impact internet marketing campaigns that work.
- We are customer service obsessed and are available 24/7.
- **LAVA BOOST** next generation branding and conversion products provide a great way to strategically place your advertising within popular websites relevant to your business without pricey SEO and relying on expensive alternatives.

People say “a picture is worth a thousand words.”

We say “a picture is worth a thousand clicks.”

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