

Tim IM

[13:18] \*\*\* Auto-response sent to timnewbad: I am currently idle.  
[13:30] vaderbaum: ok  
Session Close (timnewbad): Wed Feb 07 13:30:04 2007

Session Start (vaderbaum:timnewbad): Wed Feb 07 13:30:23 2007  
[13:30] timnewbad: and left a vm for jason cohen yor neighbor  
[13:30] vaderbaum: ok  
Session Close (timnewbad): Wed Feb 07 13:30:52 2007

Session Start (vaderbaum:timnewbad): Wed Feb 07 13:31:48 2007  
[13:31] timnewbad: clickbooth says they do cpas  
[13:31] vaderbaum: yup  
[13:32] vaderbaum: they say they are the largest  
[13:32] timnewbad: thye were one of azoogles largest competitors.  
[13:32] vaderbaum: ok  
[13:32] vaderbaum: I'm going to conference you in  
[13:32] timnewbad: they also always have a big presence at adtech  
[13:32] timnewbad: ok  
[13:32] vaderbaum: with them in a bit  
[13:32] timnewbad: sure  
[13:32] vaderbaum: I'm waiting for a senior vp to call me back  
[13:33] timnewbad: they would be wory of their own site  
[13:33] vaderbaum: ok  
Session Close (timnewbad): Wed Feb 07 13:38:59 2007

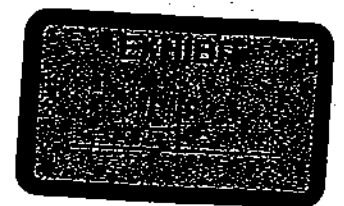
Session Start (vaderbaum:timnewbad): Wed Feb 07 13:44:02 2007  
[13:44] timnewbad: u must be getting these big guys calling u casue they see our ads  
out there - and they are tracing it back to the source  
[13:44] vaderbaum: maybe  
Session Close (timnewbad): Wed Feb 07 13:44:16 2007

Session Start (vaderbaum:timnewbad): Wed Feb 07 13:44:50 2007  
[13:44] timnewbad: we're getting a lot of exposure  
[13:44] vaderbaum: yes  
Session Close (timnewbad): Wed Feb 07 13:45:01 2007

Session Start (vaderbaum:timnewbad): Wed Feb 07 13:45:07 2007  
[13:45] timnewbad: to get 145 sales that means a lot of ads  
Session Close (timnewbad): Wed Feb 07 13:45:10 2007

Session Start (vaderbaum:timnewbad): Wed Feb 07 14:00:23 2007  
[14:00] timnewbad: since we have started this campaign we have had 123996 people  
click on a ad and land on our landing page  
[14:00] timnewbad: if you back that into how much we have paid affiliates its works  
out to roughly \$0.75 a click  
[14:01] vaderbaum: no tbad  
[14:01] timnewbad: and 22,561 have filled out the 1st page - so that works out to  
about \$4.25 per 1st page  
[14:01] timnewbad: different ways to market  
[14:02] vaderbaum: ok  
[14:02] vaderbaum: nice stats  
Session Close (timnewbad): Wed Feb 07 14:02:20 2007

Session Start (vaderbaum:timnewbad): Wed Feb 07 14:02:34 2007  
[14:02] timnewbad: thanks - oh wait i thought u ment nice ass  
[14:02] vaderbaum: lol



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Session Close (timnewbad): Wed Feb 07 14:02:42 2007

Session Start (vaderbaum:timnewbad): Wed Feb 07 14:03:20 2007  
[14:03] timnewbad: but if we paid out say \$3.50 for every 1st page to affiliates we  
would probably double maybe triple our sales  
[14:08] timnewbad: if it converst the same  
[14:04] timnewbad: getting lunch - brb  
Session Close (timnewbad): Wed Feb 07 14:06:50 2007

Session Start (vaderbaum:timnewbad): Wed Feb 07 15:06:19 2007  
[15:06] vaderbaum: are you available for a conference ca  
[15:06] vaderbaum: call  
[15:06] timnewbad: sure  
[15:06] timnewbad: when  
[15:06] vaderbaum: now  
[15:06] timnewbad: sure  
[15:07] timnewbad: with?  
[15:07] vaderbaum: click booth  
[15:14] timnewbad: calling her now  
Session Close (timnewbad): Wed Feb 07 15:15:05 2007

Session Start (vaderbaum:timnewbad): Wed Feb 07 15:22:54 2007  
[15:22] timnewbad: leave her alone  
Session Close (timnewbad): Wed Feb 07 15:23:21 2007

Session Start (vaderbaum:timnewbad): Wed Feb 07 15:30:00 2007  
[15:30] timnewbad: hey  
[15:30] vaderbaum: yes  
[15:30] timnewbad: might have a few little issues  
[15:30] timnewbad: but i think we can work past it  
[15:30] vaderbaum: ok  
[15:30] timnewbad: and it was one of our emails they saw!!!  
[15:30] vaderbaum: ok  
Session Close (timnewbad): Wed Feb 07 15:30:53 2007

Session Start (vaderbaum:timnewbad): Wed Feb 07 15:31:22 2007  
[15:31] timnewbad: well for one she is asking for \$30  
[15:31] vaderbaum: you deal with her bs  
[15:31] timnewbad: but im beating her down  
[15:31] vaderbaum: tell her NO  
Session Close (timnewbad): Wed Feb 07 15:31:42 2007

Session Start (vaderbaum:timnewbad): Wed Feb 07 15:31:44 2007  
[15:31] timnewbad: of course  
Session Close (timnewbad): Wed Feb 07 15:31:47 2007

Session Start (vaderbaum:timnewbad): Wed Feb 07 15:31:50 2007  
[15:31] timnewbad: dude  
[15:31] timnewbad: i know  
Session Close (timnewbad): Wed Feb 07 15:31:52 2007

Session Start (vaderbaum:timnewbad): Wed Feb 07 15:35:24 2007  
[15:35] timnewbad: please quickly approve  
[15:35] timnewbad: (Link:  
<http://secure.zzmds.com/go/11442462345c76ee9eef996.27970067>)  
<http://secure.zzmds.com/>

Tim IM

go/11442462345c76ee9eef996.27970067

[15:37] vaderbaum: give me a sec

Session Close (timnewbad): Wed Feb 07 15:37:06 2007

Session Start (vaderbaum:timnewbad): Wed Feb 07 15:37:33 2007

[15:37] vaderbaum: looks good

Session Close (timnewbad): Wed Feb 07 15:37:39 2007

Session Start (vaderbaum:timnewbad): Wed Feb 07 15:41:04 2007

[15:41] vaderbaum: ok go with it

Session Close (timnewbad): Wed Feb 07 15:41:11 2007

Session Start (vaderbaum:timnewbad): Wed Feb 07 16:01:17 2007

[16:01] timnewbad: how were we with sales compared today and yesterday this time?

[16:01] vaderbaum: higher today

Session Close (timnewbad): Wed Feb 07 16:01:58 2007

Session Start (vaderbaum:timnewbad): Wed Feb 07 16:25:14 2007

[16:25] timnewbad: interesting situation with clickbooth

[16:25] timnewbad: i know u like to keep in the loop

Session Close (timnewbad): Wed Feb 07 16:26:21 2007

Session Start (vaderbaum:timnewbad): Wed Feb 07 17:25:19 2007

[17:25] timnewbad: hey

[17:25] timnewbad: ho

Session Close (timnewbad): Wed Feb 07 17:41:55 2007

Session Start (vaderbaum:timnewbad): Wed Feb 07 19:11:26 2007

[19:11] vaderbaum: were still here

[19:11] vaderbaum: how bout you

Session Close (timnewbad): Wed Feb 07 19:11:42 2007

Session Start (vaderbaum:timnewbad): Wed Feb 07 19:11:43 2007

[19:11] timnewbad: im here

[19:12] vaderbaum: this working late shit sucks

[19:12] timnewbad: well its only 5 for me

[19:13] vaderbaum: been here since 8 A.M.

[19:13] timnewbad: 8am till 630pm is my usual day at the office - then an hour or 2 at home

[19:13] timnewbad: hey someone needs to sweep the floors

[19:14] vaderbaum: funny

[19:14] timnewbad: is it possible to route calls in to another phone?

[19:14] vaderbaum: it's not that

[19:14] vaderbaum: we are working on a system change

[19:15] timnewbad: for what?

[19:16] vaderbaum: we are making it so when customers get the authentication questioner it's built into our customer admin

[19:16] vaderbaum: so they know their is a place for them to log back into

[19:16] vaderbaum: good for retention

[19:17] vaderbaum: so they know that their are tools available to them after their purchase

[19:19] timnewbad: thats good

[19:19] timnewbad: and one day u should offer upsells in that

[19:19] timnewbad: if they dont have aig - sell it to them when they log in

[19:19] timnewbad: offer them car loans

[19:19] timnewbad: mortgages

