

# SPECIALIST DIGITAL MARKETING

## MULTI CHANNEL NEW CUSTOMER ACQUISITION





# ABOUT US



- ✓ A Digital Agency focused on multi-channel new Customer Acquisition, Lead Generation, Lead Processing, Data monetization and Creative solutions.
- ✓ Exclusive access to over 21m B2C Email, Postal records and 8m SMS records in the UK.
- ✓ Fully transparent network of affiliates covering Social, Native, PPC, Email and Influencers.
- ✓ Creative expertise enabling the development and delivery of cost effective and engaging campaigns that deliver new customers.
- ✓ Technical Expertise enables the end-to-end design, delivery of lead generation campaigns at scale.
- ✓ Proprietary Data Management systems which validates and distributes leads via API securely and in real time.
- ✓ Partnering with over 300 brands across a wide range of verticals.
- ✓ Fully compliant with Data Protection regulations including the GDPR.
- ✓ DMA accredited and ICO registered.

[WWW.WEBREATHEMEDIA.COM](http://WWW.WEBREATHEMEDIA.COM)





# DATA PROTECTION & COMPLIANCE



- ✓ Compliant with all Data Protection legislation including the GDPR. ICO stress tested.
- ✓ Full transparency regarding all data sources facilitating mutual due diligence on Opt-in wording and privacy policies.
- ✓ Full transparency of external data sources and affiliates. Enables total visibility and control of where your campaign is viewed.
- ✓ Internal Compliance Officer and extensive Data Protection related training.
- ✓ We are DMA accredited and ICO registered.





# OUR EMAIL & SMS DATA

- ✔ 70% of our databases are exclusively managed by WBM.
- ✔ All related proofs of consent and compliance are provided prior to commencing a campaign and are immediately demonstratable upon request during a campaign.
- ✔ All our data has been cleaned/HLR'd, validated and screened against TPS where applicable. Extensive Due Diligence prior to onboarding data to ensure compliance.
- ✔ We have the ability to target by up to 250 attributes to suit your demographic. [Click Here](#) to view our data dictionary.
- ✔ Targeting dependent we work on either Performance (Cost per Lead or Cost per click) or CPM models (Charge / thousand records used)
- ✔ We can release the value in your legacy databases through the broadcast of non competing campaigns on a revenue share basis passing back active records.
- ✔ This incremental revenue can in part finance your customer acquisition campaign dependent on the volume of data available.

DATA DICTIONARY





# CREATIVE & LEAD MANAGEMENT CAPABILITIES

- ✓ WBM can design and build end-to-end lead generation campaigns.
- ✓ Mobile Responsive coded Email HTMLs, Hosted Landing Pages, Thank you Pages.
- ✓ All our programmes have real time validation software ensuring quality and ROI.
- ✓ Leads can be passed back in real time via API's to your CRM or contact centres.
- ✓ We provide real time tracking and reporting via our platform to ensure full control.
- ✓ All creative services are priced dependent on your specific needs with a 72 hour turnaround time.

[VIEW EXAMPLE WORK](#)





The Mr Company consists of multiple industry specific lead generation websites that enable companies to acquire leads compliantly, cost effectively and indirectly via white labels. These white label creative assets are tailored to the clients specific requirements and can be used exclusively. Individuals that express and interest in a clients product or service by completing the form have their details validated and sent in real time by API to the clients contact centre. All individuals on our databases have given clear consent to be contacted by the Mr Group and therefore we can provide access to high volumes of active leads.

**MR FINANCE**  
LOANS

**MR INSURANCE**  
HEALTH

**MR FINANCE**  
CREDIT CARDS

**MR INSURANCE**  
LIFE

**MR AUTOMOTIVE**  
BROCHURE

**MR COMPENSATION**  
MIS-SOLD MORTGAGE

**MR AUTOMOTIVE**  
TEST DRIVE

**MR COMPENSATION**  
HIDDEN COMMISSIONS

THE MR COMPANY OVERVIEW







WBM can Design and Build End-to-End Lead Generation campaigns. Mobile Responsive coded Email HTMLs, Hosted Landing Pages, Thank you Pages. All our programmes have real time validation software ensuring quality and ROI. Leads can be passed back in real time via API's to your CRM or contact centres. We provide real time tracking and reporting via our platform to ensure full control. All creative services are priced dependent on your specific needs with a 72 hour turnaround time.

- ✔ Campaigns are fully customizable ensuring only the right customers are provided.
- ✔ You only pay for the valid leads that are delivered directly to your contact centre.
- ✔ Compliant, indirect, consistent source of potential new customers.



# EMAIL COMPLIANCE CONTINUED

## HEADER



UNSUBSCRIBE LINK

To UNSUBSCRIBE please [CLICK HERE](#).  
We use cookies in our emails. [Read our privacy policy](#)



## Improve Your Credit Rating Now

Using a credit card can help people with bad credit improve their credit rating. We've already helped more than 3.5 million people do exactly that.

Using a credit card can help people with bad credit improve their credit rating. We've already helped more than 3.5 million people do exactly that.

- ✓ Great for credit building
- ✓ Opening credit limit of £150 - £1,000
- ✓ Increase your credit limit after the fifth statement, subject to eligibility
- ✓ Manage your spending online or via the Vanquis app
- ✓ Quick and easy eligibility check that won't affect your credit score



[CLICK HERE TO APPLY](#)

## Vanquis Credit Card

This email has been sent to you because you are signed up to receive 3rd party offers from a data set managed by We Breathe Media. [CLICK HERE](#) to opt out of future sends.

\*To personalize ads throughout your online experience, cookies are placed through this email. [Click here](#) to read our privacy policy.

We Breathe Media Ltd - Company Number 8659202  
Registered Office: Capital Tower, 91 Waterloo Road, London, SE18T

## FOOTER

ADDRESS

UNSUBSCRIBE LINK

PRIVACY POLICY

MR FINANCE

To UNSUBSCRIBE please [CLICK HERE](#).  
We use cookies in our emails. [Read our privacy policy](#)



## Improve Your Credit Rating Now

Using a credit card can help people with bad credit improve their credit rating. We've already helped more than 3.5 million people do exactly that.

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[CLICK HERE TO APPLY](#)

## Vanquis Credit Card

This email has been sent to you because you are signed up to receive 3rd party offers from The Mr Company which is a trading style of We Breathe Media Ltd. [CLICK HERE](#) to opt out of future sends.

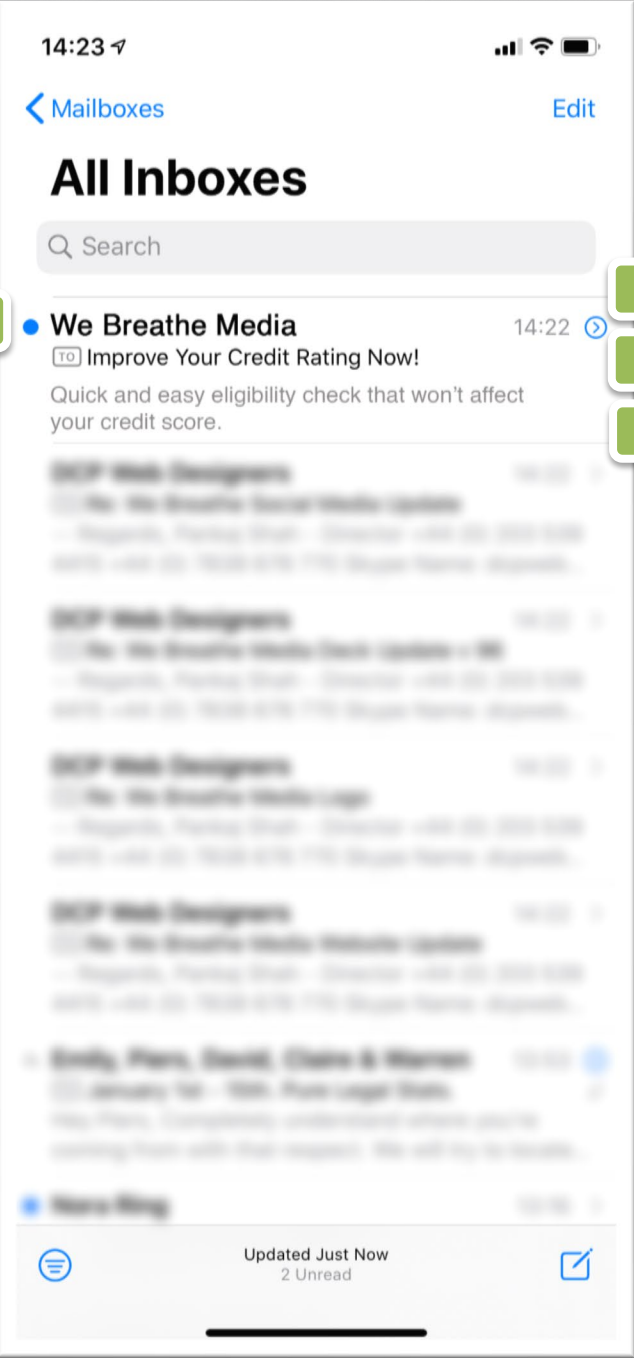
\*To personalize ads throughout your online experience, cookies are placed through this email. [Click here](#) to read our privacy policy.

We Breathe Media Ltd - Company Number 8659202  
Registered Office: Capital Tower, 91 Waterloo Road, London, SE18T



# EMAIL COMPLIANCE EXAMPLE

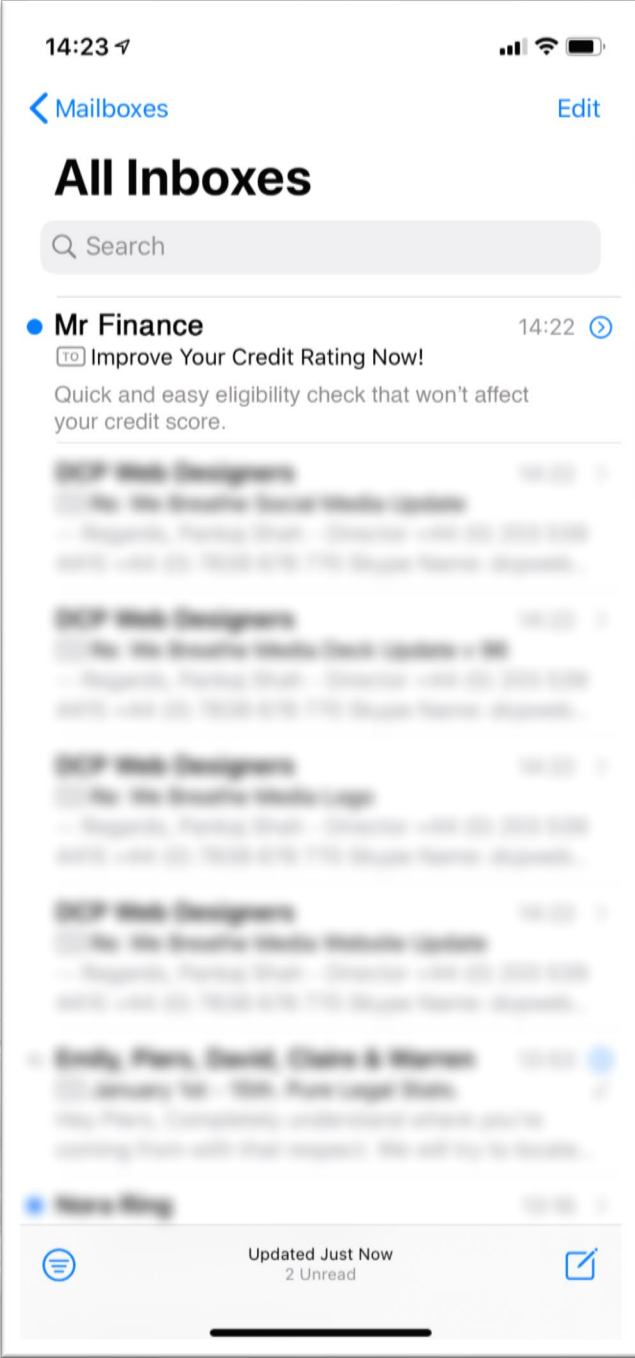
FROM LINE



DATA CONTROLLER'S NAME

SUBJECT LINE

PRE-HEADER LINE





# THE PROCESS



## CAMPAIGN BRIEF

Understand and prioritize specific client requirements producing a clear process document.



## COMMERCIAL PROPOSAL

Agree on most suitable model CPL/M and understand test budgets available.

## ESTABLISH TARGET



Define core demographic, enabling us to run counts and confirm the potential size of audience for the campaign.



## COMPLIANCE

WBM disclose under NDA of the data sets and traffic sources utilized enabling you to conduct due diligence prior to launch.



## CREATIVE PRESENTED

Creatives (HTML's – Landing Pages – Thank you Pages) provided to you for sign off.



## TRACKING & INTEGRATION

WBM provided with specific tracking links to integrate with our creatives. We also need our tracking pixels placed enabling us to track conversions in real time. Any API integration requirements understood.



## FINAL APPROVAL

Prior to launch all campaign elements tested and approved in line with budgets.

## REPORTING

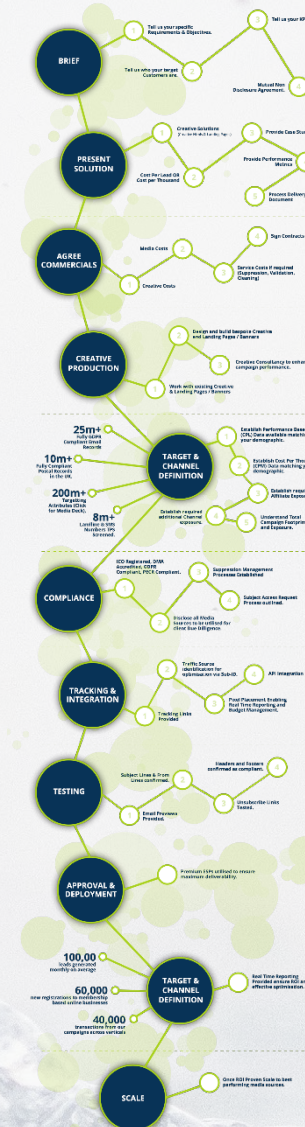


Real time reporting and dialogue with you to ensure we are optimizing to the best performing data sets.



## POST CAMPAIGN

Review and channel optimisation strategy prior to repeat and scale.



DOWNLOAD PROCESS PDF





# OUR AFFILIATE NETWORK



- ✔ Open and Transparent Network of over 90 Email Affiliates, 500+ vertical specific contracted Influencers, Social Media and Native Media Partners.
- ✔ Traffic available in 19 Markets across External Email, Display, Influencers, Mobile, Social, SMS, Native and GSA.
- ✔ Extensive Due Diligence on all Affiliates to ensure compliance with all Data Protection Legislation.
- ✔ Campaign-Specific Affiliate Portfolio selected and presented to client for approval prior to launch.
- ✔ Full Transparency & Visibility All traffic differentiated by Sub ID enabling true channel and publisher optimization from the outset.
- ✔ Integrated with all Global Networks and Mobile SDK's (Impact Radius, Awinq, CJ, Appsflyer, Tune etc)
- ✔ Simultaneous launch across Exclusive Data Sets and Affiliates ensures controlled scale, quality and ROI.





# WHY WE BREATHE MEDIA?

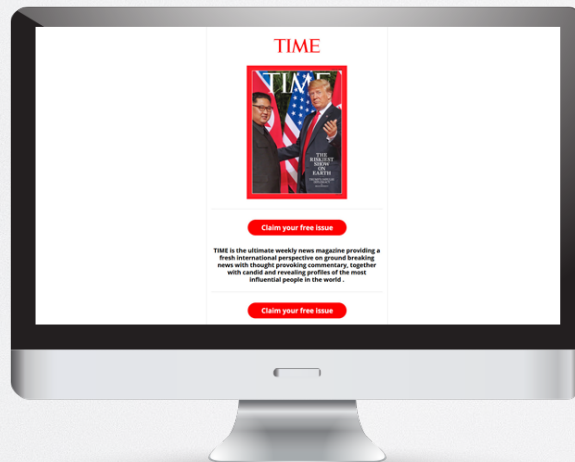
- ✓ We are compliant with all current data protection law.
- ✓ We are performance based.
- ✓ We are transparent regarding internal databases and external affiliates ensuring total control.
- ✓ We deliver fully tailored and highly targeted campaigns that convert for our customers.
- ✓ We segment all traffic sources and track accordingly enabling optimisation and the maximisation of your investment.
- ✓ We provide all technical and creative resource if required.
- ✓ We have delivered over 3000 campaigns to date.
- ✓ We are trusted by over 300 brands in 15 markets currently.





# WE WORK WITH

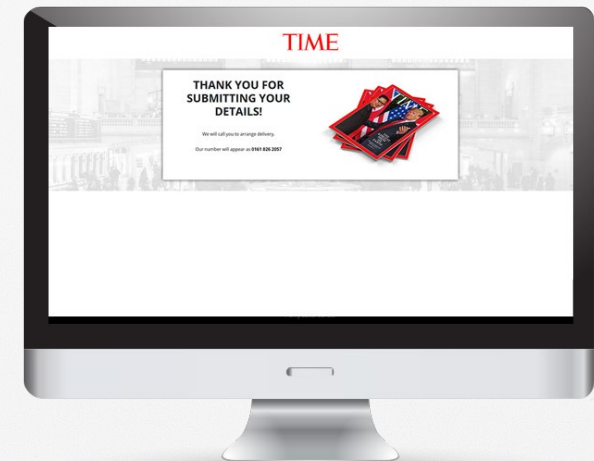
## TIME



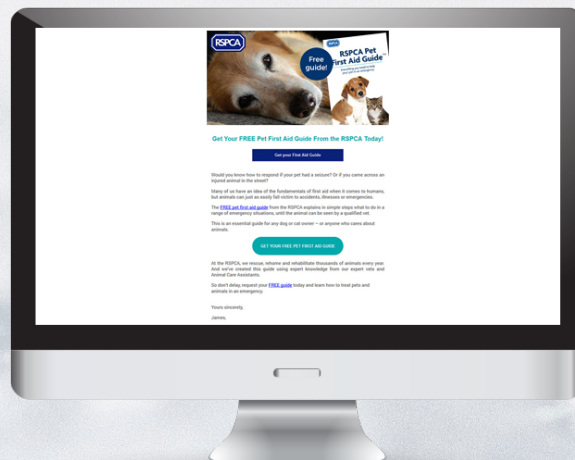
NEWSLETTER



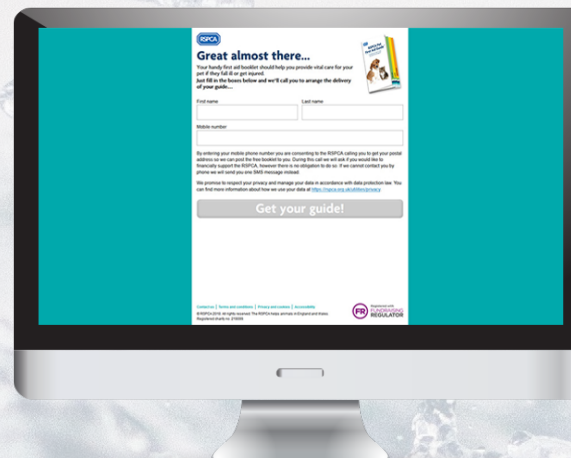
LEAD GENERATION WEBSITE



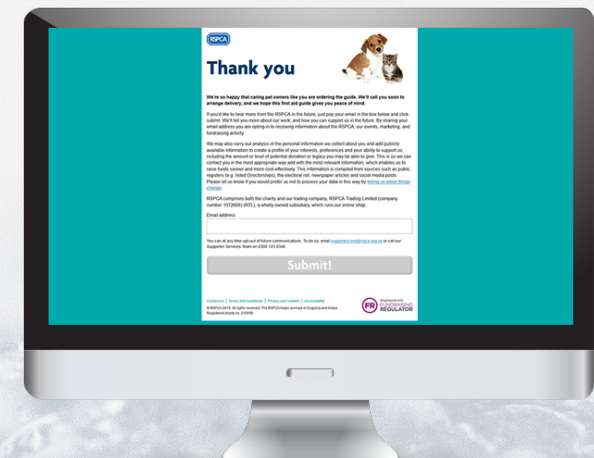
CONFIRMATION PAGE



NEWSLETTER



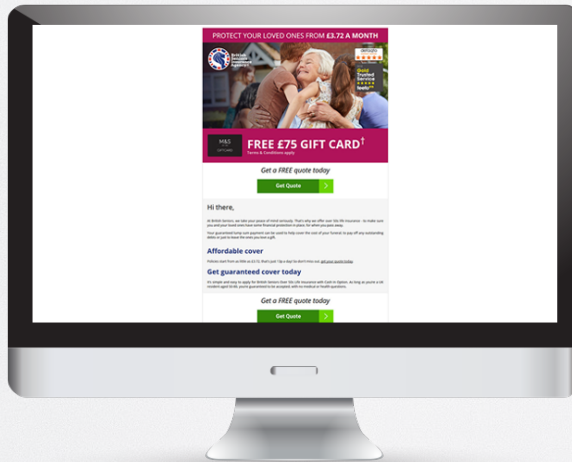
LEAD GENERATION WEBSITE



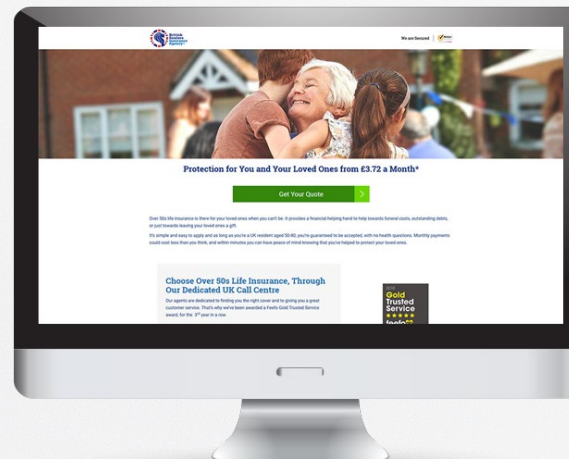
CONFIRMATION PAGE



# WE WORK WITH



NEWSLETTER



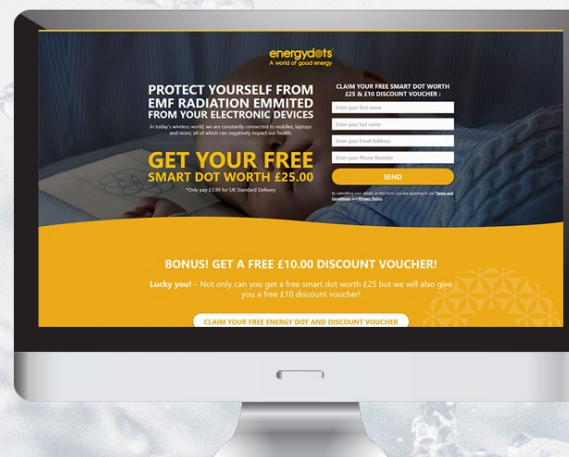
LEAD GENERATION WEBSITE



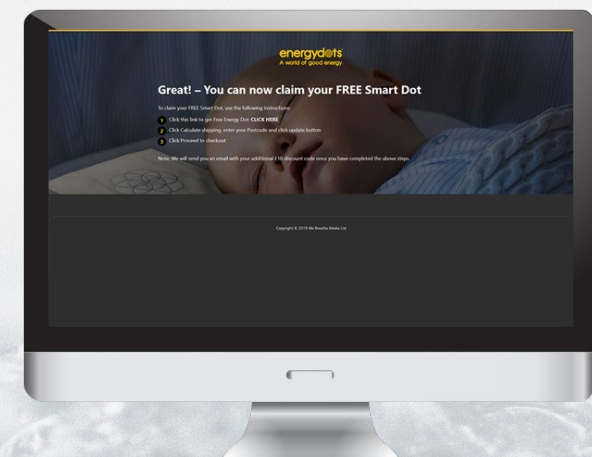
CONFIRMATION PAGE



NEWSLETTER



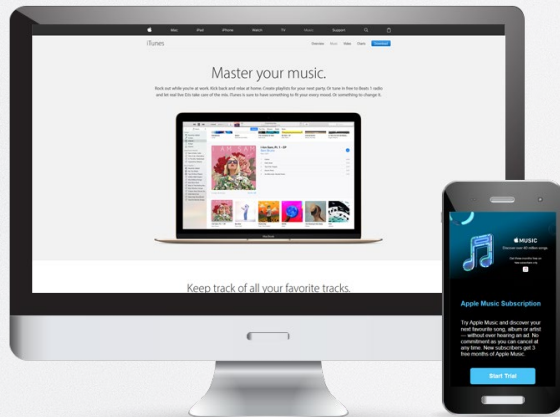
LEAD GENERATION WEBSITE



CONFIRMATION PAGE



# CASE STUDIES



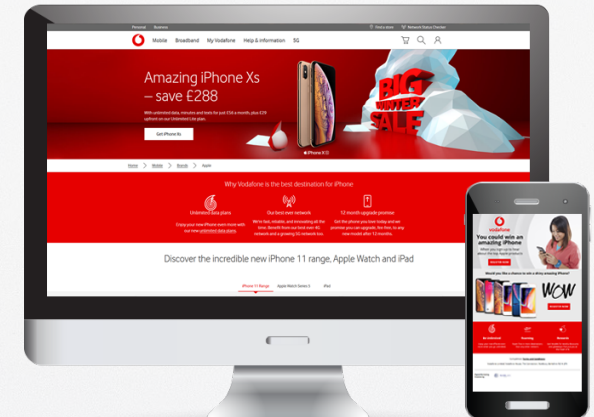
## ITUNES

- ✓ Campaign Active, 6 Months
- ✓ Target, UK Males / Females 18 – 50 Years Old.
- ✓ Payable Action, Download of App and commencement of free trial.
- ✓ Clicks, 43,412
- ✓ Leads, 2091 or 5% Conversion Rate



## CLAIM YOUR MORTGAGE

- ✓ Campaign Active, 12 Months
- ✓ Target, UK Males / Females, Homeowner
- ✓ Payable Action, Free Claim Application
- ✓ Clicks, 137,761
- ✓ Leads, 28,930 or 21% Conversion Rate



## VODAFONE B2C

- ✓ Campaign Active, 1 Month
- ✓ Target, UK Males / Females
- ✓ Payable Action, Sign up for an iPhone competition
- ✓ Clicks, 14,891
- ✓ Leads, 11,645 or 78% Conversion Rate

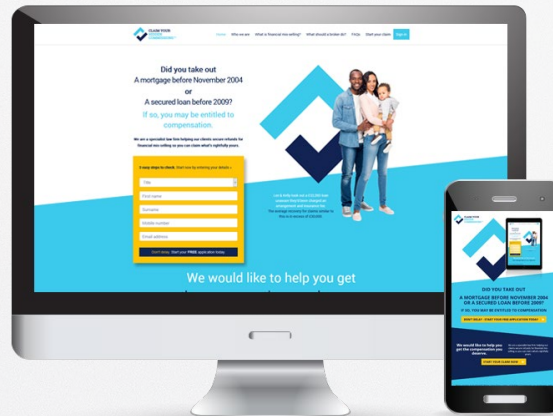


# CASE STUDIES



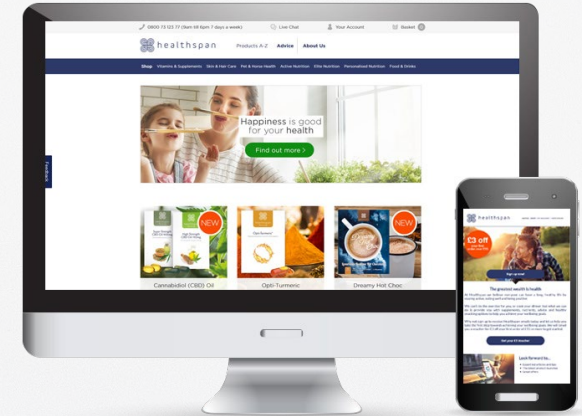
## ANGLIAN

- ✓ Campaign Active, 6 Years
- ✓ Target, UK Male / Female, Home Owners
- ✓ Payable Action, completion of Landing Page 8 Fields.
- ✓ Clicks, 291,989
- ✓ Leads, 13,139 or 8.6% Conversion Rate



## CLAIM YOUR HIDDEN COMMISSIONS

- ✓ Campaign Active, 6 Months
- ✓ Target, UK Males / Females, Homeowner
- ✓ Payable Action, Free Claim Application
- ✓ Clicks, 25,245
- ✓ Leads, 5,078 or 20.1% Conversion Rate



## HEALTHSPAN

- ✓ Campaign Active, 1 Year
- ✓ Target, UK Male / Female, Home Owners
- ✓ Payable Action, completion of Landing Page 8 Fields.
- ✓ Clicks, 16827
- ✓ Leads, 2244 or 13.3% Conversion Rate

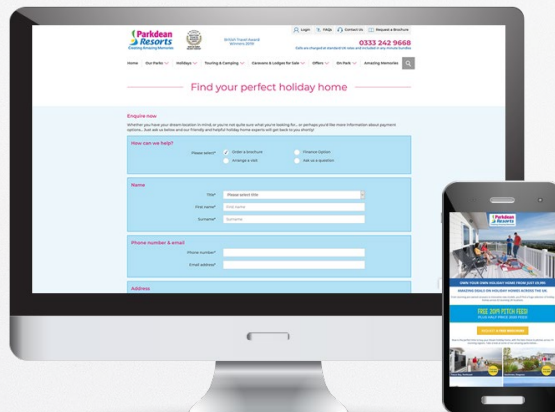


# CASE STUDIES



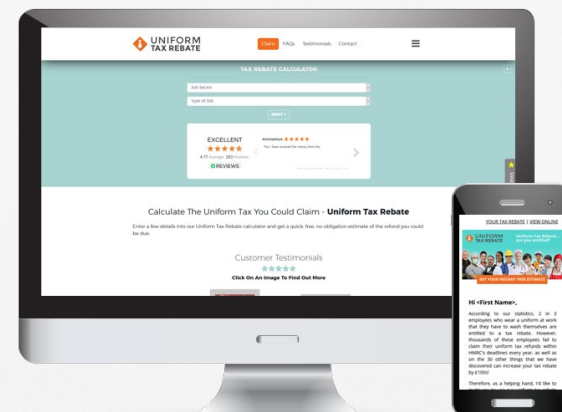
## BLOOM HEARING

- ✓ Campaign Active, 3 Months
- ✓ Target, UK Male / Female, 55 Years +
- ✓ Payable Action, completion of Landing 5 Fields
- ✓ Clicks, 68,180
- ✓ Leads, 7,318 or 10.5% Conversion Rate



## PARKDEAN RESORTS

- ✓ Campaign Active, 3 Months
- ✓ Target, UK Males / Females, Age 25 Years old +
- ✓ Payable Action, Brochure Request
- ✓ Clicks, 7,513
- ✓ Leads, 1,170 or 15.6% Conversion Rate



## UNIFORM BENEFITS

- ✓ Campaign Active, 18 Months
- ✓ Target, UK Males / Females 21 – 65 Years Old Earning £20,000 – £50,000
- ✓ Payable Action, Completion of Landing Page 8 fields.
- ✓ Clicks, 335,711
- ✓ Leads, 38,706 or 11.5% Conversion Rate



# OTHER CAMPAIGNS

## AUTOMOTIVE



## GAMBLING



## RETAIL



## HEALTH & BEAUTY



## TRAVEL



## FMCG





## CONTACT US



### **PIERS DE GROUCHY**

MANAGING DIRECTOR

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### **SAM CASHMIRI**

SALES DIRECTOR

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