A MULTI CHANNEL DIGITAL MARKETING AGENCY

We Breathe Media LTD, Capital Tower 91 Waterloo Road London SE1 8RT, Company Number: 11179160
ABOUT US

A Digital Agency focused on multi channel new customer acquisition and lead generation.

Exclusive access to over 80m B2C records across 15 markets via Email, SMS and post.

Fully transparent network of affiliates covering Social, Native, PPC, Mobile and Influencers.

Creative expertise enabling the development and delivery of effective campaigns.

Partnering with over 300 brands across a wide range of verticals.

Fully compliant with the GDPR and the DPA.

DMA accredited and ICO registered.

www.webbreathemedia.com
Compliant with all Data Protection legislation including the GDPR.

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 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 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.

- Under NDA we provide full visibility of our data sources, proving 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 both Performance only (CPC/CPL) and CPM models.
OUR SMS DATA

☑ 70% of our SMS data is exclusive to us.

☑ We have ability to target 50 attributes to suit your demographic.

☑ We work on a CPL model.

☑ All data is TPS and HLR validated prior to broadcast.

☑ Extensive due diligence and vetting prior to onboarding along with adding Advertiser’s brand names to data collection point to ensure full compliance.

☑ Under NDA we will provide full visibility of our data sources along with optin wording and privacy policies proving full prior consent given by the consumer base.
THE MR COMPANY

We Breathe Media own and manage a number of branded sites for key verticals:

1) Mr Compensation - helps consumers gain advice around mis-sold financial products and provides law firms and CMCs with real-time, verified inbound enquiries. [LINK TO SITE]

2) Mr Insurer - helps consumers to find the best insurance products to suit their needs from Life, PMI, Income Protection and more. Produces insurance agencies with real-time verified inbound leads. [LINK TO SITE]

3) Mr Finance - helps consumers to find the best financial products to suit their needs. Produces consumer finance business with real-time verified inbound leads.

4) Mr Magazine - helps consumers find the best deals on magazine subscriptions and free editions. Produces publishers with real-time verified inbound leads and sales.
## POPULAR ATTRIBUTES

<table>
<thead>
<tr>
<th>ATTRIBUTE</th>
<th>POSTAL VOLUME</th>
<th>EMAIL VOLUME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title - Allocated</td>
<td>28,145,528</td>
<td>14,124,217</td>
</tr>
<tr>
<td>First Name</td>
<td>28,929,562</td>
<td>14,124,217</td>
</tr>
<tr>
<td>Last Name</td>
<td>28,954,284</td>
<td>14,943,226</td>
</tr>
<tr>
<td>Postal Address</td>
<td>28,954,284</td>
<td>9,123,099</td>
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<tr>
<td>Gender - Allocated - Female</td>
<td>14,951,588</td>
<td>5,195,135</td>
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<tr>
<td>Gender - Allocated - Male</td>
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<td>3,244,726</td>
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<tr>
<td>Date of Birth</td>
<td>14,770,983</td>
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<tr>
<td>Mobile Telephone</td>
<td>6,315,508</td>
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<tr>
<td>Vehicle Group</td>
<td>2,651,557</td>
<td>1,534,505</td>
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<tr>
<td>Finance - Credit Card</td>
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<td>937,819</td>
</tr>
<tr>
<td>Finance - Loan</td>
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<tr>
<td>Charity - Other</td>
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<td>Has Cat</td>
<td>927,533</td>
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<td>Has Dog</td>
<td>1,152,393</td>
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<tr>
<td>Types Of Credit/debit Cards Held - Credit</td>
<td>5,565,662</td>
<td>1,184,503</td>
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<tr>
<td>Landline Telephone</td>
<td>10,715,903</td>
<td>2,717,899</td>
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<tr>
<td>Children at Home - 1</td>
<td>6,485,816</td>
<td>2,003,221</td>
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<tr>
<td>Household Income Band - £40,000 to £50,000</td>
<td>2,318,650</td>
<td>733,931</td>
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</table>
THE PROCESS

**CAMPAIGN BRIEF**
Understand and Prioritise 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 per marketing channel.

**COMPLIANCE**
CLG disclose under NDA of the data sets and traffic sources utilised enabling you to conduct due diligence.

**CREATIVE PRESENTED**
Creatives (HTML’s – Landing Pages – Thank you Pages) provided to you for sign off.

**TRACKING & INTEGRATION**
CLG provided with specific tracking links to integrate with our creatives. We would 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.
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, Awin, CJ, Appsflyer, Tune etc)
- Simultaneous launch across Exclusive Data Sets and Affiliates ensures controlled scale, quality and ROI.
CREATIVE & TECHNICAL 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. Alternatively we provide login to an interface to pull leads in real time.

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.
## PRICING STRUCTURE

<table>
<thead>
<tr>
<th>EMAIL COSTINGS CPM</th>
<th>NO TARGETING</th>
<th>x1 ATTRIBUTE (E.G. GENDER)</th>
<th>x2 ATTRIBUTES (GENDER &amp; NAME)</th>
<th>x3 ATTRIBUTES (GENDER, NAME, AGE)</th>
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<tbody>
<tr>
<td>0 - 100,000 Records (Minimum)</td>
<td>£50 / 000</td>
<td>£60 / 000</td>
<td>£70 / 000</td>
<td>£80 / 000</td>
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<td>101,000 - 500,000 Records</td>
<td>£40 / 000</td>
<td>£45 / 000</td>
<td>£50 / 000</td>
<td>£55 / 000</td>
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<tr>
<td>501,000 - 1,000,000 Records</td>
<td>£30 / 000</td>
<td>£35 / 000</td>
<td>£40 / 000</td>
<td>£45 / 000</td>
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<tr>
<td>1m - 1.5m Records</td>
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<td>2m - 3m Records</td>
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<tr>
<td>3m+</td>
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<td>£12 / 000</td>
<td>£14 / 000</td>
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<table>
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<th>x3 ATTRIBUTES (GENDER, NAME, AGE)</th>
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<tr>
<td>0 - 100,000 Records (Minimum)</td>
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<tr>
<td>501,000 - 1,000,000 Records</td>
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<table>
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<td>£7 / 000</td>
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</tbody>
</table>
WHY WE BREATHE MEDIA?

- We are compliant.
- We are performance based.
- We offer full visibility of 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 can provide all technical and creative resource if required.
- We have extensive experience having delivered over 3000 campaigns to date.
- We are trusted by over 300 brands in 15 markets currently.
## SOME OF OUR EXPERIENCE

### AUTOMOTIVE
- BMW
- Jeep
- Volvo
- Nissan
- Harley-Davidson
- Company
- MG
- Infiniti
- Renault
- Maserati
- Fiat
- Citroën

### HEALTH & BEAUTY
- The Body Shop
- treatwell
- Fitness First
- Optical Express
- Avon
- Johnson & Johnson
- Vitality Health
- Boots
- Gillette
- Nuffield Health

### GAMBLING
- betfair
- Coral
- Ladbrokes
- NetBet
- Sun Bingo
- LeoVegas
- bet365
- William Hill

### RETAIL
- Nike
- AllSaints
- Debenhams
- JustFab
- House of Fraser
- John Lewis
- Pepe Jeans
- Karen Millen
- adidas

### TRAVEL
- Swiss
- easyJet
- trivago
- Secret Escapes
- Hotels.com
- British Airways
- voyageprive.com
- TRAVELZOO
- Qantas
- Booking.com

### FMCG
- TESCO
- Hotel Chocolat
- Morrisons
- Abel & Cole
- Graze
- Pact
- ASDA
- Sainsbury's
- deliveroo
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.
Opens. 1,086,339
Clicks 43,412 or 4% Click Through Rate
Leads 2091 or 5% Conversion Rate

THE ECONOMIST

Campaign Active 2 Years
Target UK. Male / Female, 25 Years Old+ Earning £30,000 PA+
Payable Action completion of Landing Page 6 Fields.
Opens 7,180,240
Clicks 309,538 or 4.3% Click Through Rate
Leads 18,416 or 5.8% Conversion Rate

WOWCHER

Campaign Active 2 Years
Target UK. Male / Female, 25 Years Old+ Earning £30,000 PA+
Payable Action completion of Landing Page 6 Fields.
Opens 7,180,240
Clicks 309,538 or 4.3% Click Through Rate
Leads 18,416 or 5.8% Conversion Rate
CASE STUDIES

ANGLIAN

- Campaign Active 6 Years
- Target UK. Male / Female, Home Owners
- Payable Action completion of Landing Page 8 Fields.
- Opens 2,627,877
- Clicks 291,989 or 4.5% Click Through Rate
- Leads 13,139 or 8.6% Conversion Rate

JEEP

- Campaign Active
- Target UK. Male / Female, Home Owners
- Payable Action completion of Landing Page 8 Fields.
- Opens 188,575
- Clicks 11,785 or 9.9% Click Through Rate
- Leads 506 or 4.3% Conversion Rate

HEALTH SPAN

- Campaign Active 1 Year
- Target UK. Male / Female, Home Owners
- Payable Action completion of Landing Page 8 Fields.
- Opens 96,052
- Clicks 16827 or 23.4% Click Through Rate
- 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
- Opens 1,515,115
- Clicks 68,180 or 4.5% Click Through Rate
- Leads 7,318 or 10.5% Conversion Rate

VISTA PRINT
- Campaign Active 1 CPM Send. Christmas Sale
- Target UK. Male / Female
- Payable Action. CPA Purchase
- Opens 181,092
- Clicks 12,811 or 7.1% Click Through Rate
- Sales 1086 Orders or 8.5% from Click to Sale

UNIFORM TAX REBATE
- 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.
- Opens. 5,210,791
- Clicks. 335,711 or 6.4% Click Through Rate
- Leads. 38,706 or 11.5% Conversion Rate
CONTACT US

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