

How To Lower Cost of Acquisition

...while increasing sales

CentraForceTM
the power to growSM

Define your target audience
based upon who you are and
what it is you offer



**the specific features, benefits
and qualities that will attract
them to you**

Qualities such as performance, prestige, style, value...

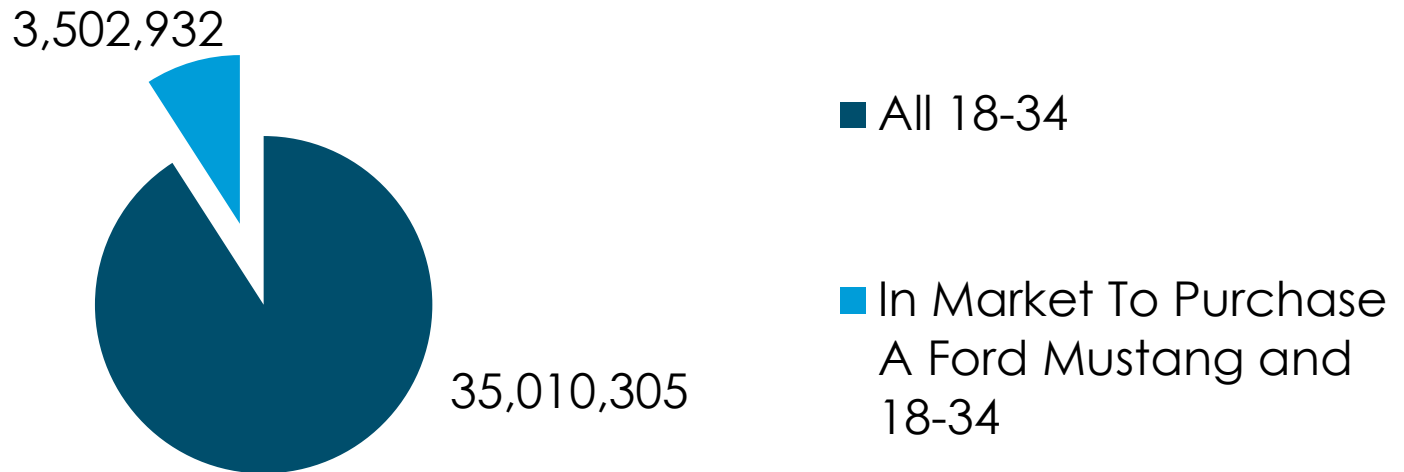




WHY?

Because non-intrinsic qualities that express who they are not predictive of what they will do

Adults



What they are like is not why you reach out to them. It's how to connect with them.



350,000, young Single Professional Urban Women who are in market to purchase a Ford Mustang, 457% more likely than average



411,000 young Single, athletic males who are in market to purchase a Ford Mustang, 672% more likely than average



The CentraForce Way

How they are defined

Then

How they are reached

- Features
- Benefits
- Qualities
- Value Propositions

- Demographics
- Psychographics
- Lifestyles
- Media
- Other Behaviors



How most define and reach

- Demographics
- Psychographics
- Lifestyles
- Media
- Other Behaviors



Why our way?

It's Simple Math

Performance Measure	Target Audience	
	Defined by Intrinsic Qualities	Defined By Non-Intrinsic Qualities
Total In Audience	9,432,020	37,503,202
Total Impressions:	322,056,000	579,700,800
Response:	3,220,560	2,898,504
Sales	112,720	57,970
Spend	\$ 14,089,950	\$ 15,651,922
Cost Per Sale	\$ 125	\$ 270
Revenue:	\$ 56,359,800	\$ 28,985,040
Gross Profit:	\$ 22,543,920	\$ 11,594,016
Penetration of Audience:	1.2%	0.2%



The best way to lower cost of acquisition and increase sales volumes is to define your Audience potential correctly in the first place.

Everything Else?
Will fall into place.



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