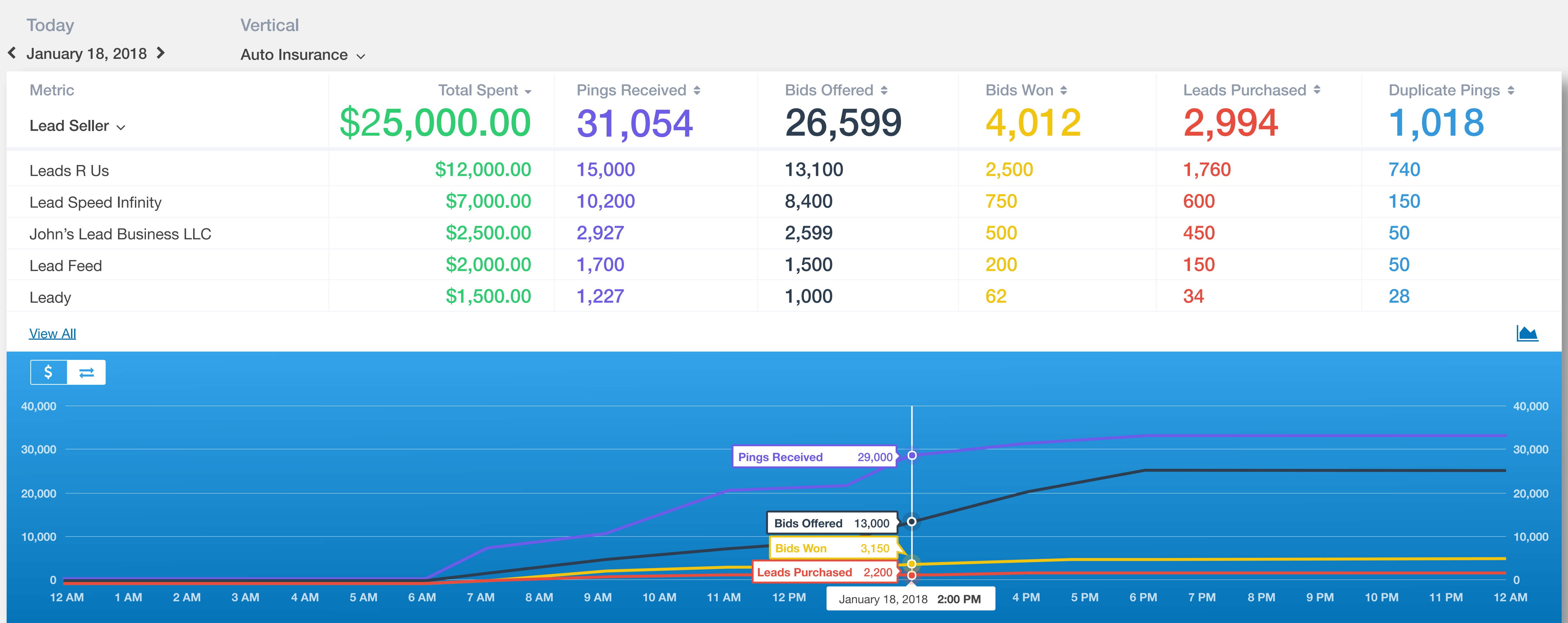




# boberdoo buyer



## 1 2 3 INTELLIGENT BUYING RULES

Purchase leads based on custom business rules. Pay more for leads that close well and less for leads that do not perform.

## PING POST BID EXPERIMENTS

AB test your bidding strategies to maximize your buying volume, optimize your spend and discover hidden opportunities.

## ANALYSIS & REPORTING

Track your lead buying history and results to identify trends down to the individual lead seller and source level.

## LEAD SELLER MANAGEMENT

Manage bidding rules for each seller and source, track their activity and make adjustments based on performance.

## THE SaaS SOLUTION FOR THE LEAD BUYING INDUSTRY

- ✔ *Innovating and improving the lead industry since 2001*
- ✔ *Leverage a platform that processes 20 million pings per day*
- ✔ *Scalable solutions for multiple verticals*