



## CUnet specializes in helping schools increase their enrollments while improving conversion and retention rates.

CUnet is a full service Advertising and Professional Services firm exclusively dedicated to the Education Industry. Since day one, the services we provide and the functions our technology performs have been designed by education experienced people who have previously walked in your shoes.



CUnet is not an advertising firm that has modified marketing materials to portray an industry focus in Education. We are not an interactive media company who has carved out a "practice area" hoping to ride this wave of growth the Education Sector has clearly established. EVERYTHING WE DO, every new function added to our system, is directly related to and corresponds with an identified need within Educational entities. In almost every instance, after a brief discussion, schools have identified, on average, two or more existing issues within their organization that can be resolved by one of our services. **Are there any ongoing issues or areas of improvement commonly experienced within your organization?** If so, would you rather have a firm stretch their capabilities to provide you with a less than complete solution or would you rather look for the best possible resolution, one that's been specifically designed to serve the exact need you have identified? We all know the answer!

At CUnet, we serve our educational clients as trusted allies, providing them with the loyalty of a strategic business partner and the economics of an outside vendor.

### A few comments from CUnet clients:

*"With CUnet we saved over \$1,500,000 in the first 5 months of operation."*

*"Since CUnet began helping us, I have actually been able to spend my time on Core Marketing issues, rather than dealing with vendor issues."*

*"With CUnet we have seen our cost per enrollment drop over 35%"*

CUnet EDUCATION LEAD MANAGEMENT  
BEST-OF-BREED PERFORMANCE BASED LEADS



MEDIA DRIVEN EDUCATION CHANNELS



MANAGED SERVICES



LEAD VENDOR MANAGEMENT SYSTEM



PAY-PER-CLICK BID MANAGEMENT



RECIRCULATION AND RETENTION PROGRAMS



# MEDIA DRIVEN EDUCATION CHANNELS

## CUnet POWERED INTEGRATED EDUCATION PORTALS

### Quality Media Driven Lead Generation

### Performance Based and Fixed Cost per Lead

One of CUnet's most innovative programs, our guaranteed CPL model, is fast becoming the most exciting educational lead-generation vehicle on the Internet. The heart of the program is our flagship portal. Like everything else our firm provides, we have mapped our user-base to the same target media sources Educational Firms have historically been the most successful with. Traditional media sources such as newspapers and TV have consistently proven valuable to Educational Marketers; their costs however continue to rise. Our user-base is driven by the online entities of these proven media sources, thus providing you with high quality lead flow. However, CUnet delivers high quality media driven leads within a fixed cost per lead model.

### Active User base:

Currently over 1,250,000 users/education prospects each month

### Partners and/ or Education Channels

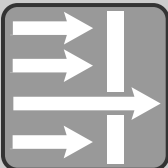
CollegelandUniversity.net currently powers Education Channels/sections on over 1,300 geographically targeted media portals. In addition to our many education channels, we have hundreds of partnerships with other leading education directories and career portals which promote some or all of our schools.

### Zip Code Targeting

We are intimately aware of the necessity and importance of geo-targeting educational lead generation for campus locations. Our system screens using the zip codes you provide and thus delivers inquiries only from your target market.

### Flex-Net Open Network

Your schools can be deployed across our entire network of sites and partners or you can choose which segments you want to be included on. Our technology infrastructure allows us to add and remove schools individually from our network of partners, thus allowing our school clients to be "in-charge" of where they will appear. Additionally, every lead can be traced back to its source, thus, additional destinations can be added or removed at any time. We look to track lead conversions back to the point of origin, this way we can clearly identify the top performing sites and ultimately look to increase your schools placement with the top performers.



# MEDIA DRIVEN EDUCATION CHANNELS

## CUnet POWERED INTEGRATED EDUCATION PORTALS



MEDIA DRIVEN EDUCATION CHANNELS  
CUnet POWERED EDUCATION INTEGRATED PORTALS

### Our Guaranteed Cost-Per-Lead Education program offers you three significant benefits:

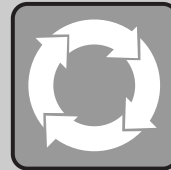
1. It eliminates the risk inherent in Internet advertising by charging you for only the leads it actually generates for you. The fee is affordable, predetermined, and risk-free!
2. It offers you unrivaled access to a highly specific, eminently relevant ingeniously targeted audience: people who are interested in career training in your curriculum or geographic area.
3. In addition to the CollegeandUniversity.net portal, your school gets tremendous exposure in Education Channels/College Directories of over 1,300 geographically targeted media portals (TV station sites, news sites, newspaper sites and college directories) that we power across the country.

### Find out how YOU can participate

Partnerships with thousands of campus career colleges, traditional universities, online colleges, distance learning, career training, and specific skills certifications have made CollegeandUniversity.net one of the premier destination sites for adults seeking to enhance their career or earnings potential through education. Partnerships providing exclusive exposure on well over 1,300 leading media portals, secures CollegeandUniversity.net as the largest media driven online marketplace for lifelong learning. It's easy to understand why each month hundreds of traditional colleges, career colleges, continuing education classes, online degree programs, corporate training, professional certifications, education financing, and test preparation companies ask to join our network.



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# MANAGED SERVICES

## COMPLETE LEAD MANAGEMENT SERVICES

By leveraging our substantial technology investment, infrastructure and capabilities along with our knowledge and experience in the education cost per lead (CPL) marketplace we are able to provide schools and school systems with an exciting new service. We call it our Vendor Lead Management System.

### How to get started

We work with you to establish your targeted cost per lead “CPL” and conversion rate for internet generated leads to enrollments. We build a private labeled version of our campaign management and lead capture system in your look and feel, transition your existing CPL partners and continue to grow your private partner network.

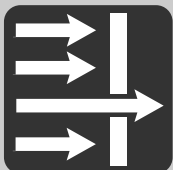
We set up the zip-targeting restrictions for each of your campuses to ensure that only leads within the areas you designate will be accepted. We enter all of the “Master” targeted cost per lead information by campus and online programs. We create individual logins for each of the schools and vendors so that they will be able to have real time online access to their respective areas. We establish an “active and effective” channel of communication with the appropriate contacts at your school(s) so that we will be able to effectively manage actual conversions with the associated campaigns.

### Monitoring actual performance vs. targeted performance

CUnet will analyze your current CPL providers to determine their actual performance in relation to your targeted performance. We consistently compare each and every campaign’s performance against the targeted performance and make adjustments accordingly to ensure that you are achieving the cost per conversion that you are looking for. If that means that a particular partner’s cost per lead needs to be lowered, we take care of it. If we need to reallocate dollars from a lower converting partner to a higher converting one, we handle it. We consistently optimize your campaigns to meet your local lead budgets while staying within your desired cost per conversion.

### Monitoring compliance of lead capture

Many of the schools we work with, that manage the CPL programs internally, are surprised to see some of the placements that their brands are associated with. Responses like ‘I never approved that!’ and ‘Who is that through?’ are all too common. When you open up a CPL program to a lot of different firms, you need to stay on top of it! It needs to be actively monitored and managed. Since firms are compensated based on volume, many sub-out lead generation to third parties without approval and funnel all of the leads through their agreement. Some even aggregate a group of people who have indicated a general interest in education and/or a program type and then send the lead to multiple schools without the customer even choosing those particular schools. For a school, this can be extremely costly, not only with regards to the high costs associated with paying for unqualified leads, but also for the ever so important reputation and brand. Not to mention the potential compliance risks associated with calling people who have not specifically requested information regarding your school. When your campaigns are in our hands we are on it. Not only do we have the vendors sign a strict compliance agreement (which includes immediate termination and forfeiture of payments), we actively search the net and utilize special link popularity and reverse link software to help monitor for non-compliant placements. Additionally, all of the leads gathered through our system are tracked directly to the source and are both date and time stamped.



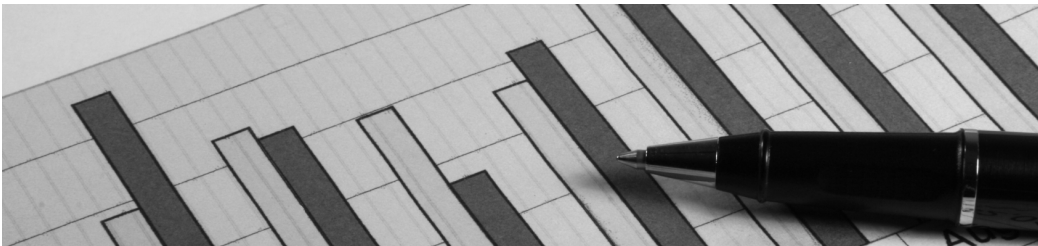
# MANAGED SERVICES

## COMPLETE LEAD MANAGEMENT SERVICES

### Trademark use (Regarding search engine optimization and paid placements)

Many schools often overlook the importance of restricting the use of their brand names when it comes to Search Engine Optimization (SEO) and Pay Per Click (PPC) Search Engine placements. This can be a costly mistake. You see, often the reason the cost per click price rises so high is because your CPL partners are buying the placements. Allowing them to do so is like paying them for intercepting a person who is actively looking for you.

*If you choose to restrict the use of your branded terms for you partners we can monitor the compliance of all CPL partners. Additionally, we can also efficiently manage your low cost paid placements on Google, Overture, and the other large paid placement search companies.*



CUnet offers many flexible program levels providing you the ability to choose the one that best fits the needs of your organization:

### Total Process Management:

*Managed Services, Total Process Management*

Complete run-rate management and delivery of designated goals. Handle all details and relationships on behalf of customer.

### Fulfillment Management and Reconciliation:

*Reconciliation, Screening, Validation, Optimization and Vendor Payments Processing*

Schools maintain relationships directly with vendors; CUnet initiates, manages and fulfills campaigns and payments.

### Hybrid Plan:

- A combination of programs and services as assigned by the client. Some self managed; some CUnet managed.
- School manages some vendor relationships directly, CUnet manages others.

### System Only:

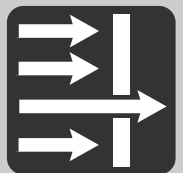
**(Client manages entire process utilizing CUnet's proprietary Lead Vendor Management System)**

- CUNET builds and customizes a system for your usage and you are trained to maintain and manage the system internally.
- Customer manages vendor relationships, assigns lead goals, and manages performance.



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MANAGED SERVICES  
COMPLETE LEAD MANAGEMENT SOLUTIONS



# LEAD/VENDOR MANAGEMENT SYSTEMS

## CUnet POWERED VENDOR MANAGEMENT SOFTWARE

Bad Lead Summary Report, 5/1/2005 - 5/3/2005

The first table below summarizes activity on the main YourCollege.net site. Each subsequent table summarizes activity for an Affiliate created by the System Administrator, and any SubAffiliates created by that Affiliate.

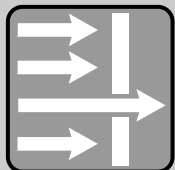
The following data is filtered by Vendor/Affiliate.

Vendor/Affiliate	Bad Leads
Affiliate A	33
Affiliate B	20
Affiliate C	

Click a column heading to resort.  
[Click here to jump to Affiliates \(Market breakdown\).](#)  
[Click here to jump to Affiliates \(School breakdown\).](#)  
[Click here to jump to Markets \(Summary\).](#)

Affiliate	Leads	Enrolled	Conversion Rate	Cost Per App
Affiliate A	505	12	2.3762 %	\$ 955.00
Affiliate B	208	11	5.2885 %	\$ 425.00
Affiliate C	23	4	17.3913 %	\$ 115.00
Affiliate D	14	1	7.1429 %	\$ 310.00
Affiliate E	1626	45	2.7675 %	\$ 722.67
Affiliate F	1296	23	1.7747 %	\$ 1,223.87
Affiliate G	70	4	5.7143 %	\$ 385.00
Affiliate H	170	7	4.1176 %	\$ 552.86
Affiliate I	19	2	10.5263 %	\$ 190.00
		4	5.0000 %	\$ 447.50

- Lead Screening, Validation and Processing System customized to your schools look and feel
- Online Real-time reporting  
Secure Control Panel access for backend system management
- Performance monitoring, budget vs. actual run-rate analysis, suggested options helping ensure delivery/targeted outcome
- Alert and deliver to vendors your Corporate Policy, Terms and Contract review
- New Vendor Set-up and Integration Interface
- Hosted Central Creative Library
- Lead Capture Tracking Forms with Vendor ID's
- Vendor real-time reporting access
- Bad lead vendor identifier and removal tool
- Real-time detailed conversion tracking and reporting
- Single Point of Contact Service
- Auto-responder emails and recirculation programs
- Opt-out email suppression list hosting
- Vendor Payment Processing
- Detailed Reporting Tools
- Host, Update and Maintenance of Application



# PAY-PER-CLICK BID MANAGEMENT

## GOOGLE AND YAHOO BID MANAGEMENT

### PPC Management and Trademark Enforcement

When it comes to search engine optimization and paid inclusion - placements many schools often overlook the importance of restricting the use of their brand names. When it comes to Search Engine Optimization (SEO) and Pay per Click (PPC) Search Engine placements this can be a costly mistake. You see, often the reason the cost per click price rises so high for your own companies name is because your CPL partners are buying them and thus bidding up the cost of the placements. Allowing them to do so is similar to letting them stand outside the front door of your school, where they can stop people right before they go inside the admissions office. They then collect their name and contact info and then sell that lead to you!

Often, schools shy away from enforcing trademark restrictions because they are afraid of potentially reducing the lead volume they receive from their vendors. It's true, many vendors will not be able to generate nearly as many leads with these restrictions. However, if you assume the top position, you will see an increase in leads generated from your own website.

A good compromise is to work with CUnet where we assume the top position on your behalf, track its performance and conversions. Set a reasonable top bid price (such as \$ .25 to \$ .35) and allow your partner to bid on your term, with the caveat that they cannot out bid your bid price.

If you want a complete restriction, we suggest restricting the use of all trademarked "school" terms for your CPL vendors. Partners should no longer be able to advertise, through PPC/SEO, the specific school name including any campus or geographic variations (including without limitation, common misspellings for the trademarks or service marks and their derivatives). Partners generally are allowed to use campus locations, program names, general course terminology or geography.

If you would like to restrict the use of your branded terms, CUnet can monitor the compliance of all Trademark Terms and CPL partners. Additionally, we can also efficiently manage your low cost paid placements on Google, Overture, and the other large paid placement search companies

The image shows two overlapping screenshots of search engine marketing dashboards. The top one is for Yahoo! Search Marketing, showing an account summary for 'US PM Areas' with a table of sponsored search data. The bottom one is for Google AdWords, showing a 'Keyword Report' for the date range 'Apr 27, 2005 - May 3, 2005'. It includes a table of keywords and their click counts, and a 'Daily Metrics' table showing clicks and impressions by date.

Keyword	Clicks
boots	500
buckles	10
hat	10
shoes	5
Limited Items Clearance	5

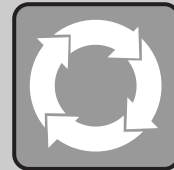
  

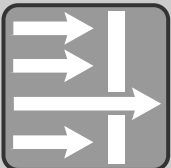
Date	Clicks	Impre
Sep 24, 2002	40	
Sep 25, 2002	56	
Sep 26, 2002	100	
Sep 27, 2002	234	



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PAY-PER-CLICK BID MANAGEMENT  
GOOGLE AND YAHOO BID MANAGEMENT





# RECIRCULATION AND RETENTION PROGRAM

## EMAIL BASED RECIRCULATION KEEPS LEADS FRESH

### **CUnet contact routing handles multimedia interactions through a single, integrated queue**

CUnet's core is a sophisticated routing capability that can simultaneously handle routing requests for voice calls, e-mails, web interactions, and other media types. CUnet CRM evaluates each interaction type and origin so that each gets the proper treatment and priority according to the business rules of the institution. CUnet CRM allows an institution to manage its requests as one central queue, distributing interactions of all types, according to the current state of the student and the institution.

### **Communication and Relationship Management**

CUnet communications allow you to automate and integrate print, email and telecounseling. All email, print and telecounseling scripts are built and stored in CUnet's system. Easy to use editing features allow you to build professional looking communications and enable you to easily leverage any data you have collected, resulting in personalized communications in any medium. Combined with CUnet market clusters, this empowers you to develop targeted sequential communications. CUnet communication campaigns are designed to promote the movement of students throughout their various stages at your institution. Students move in and out of pre-determined communication plans depending on where they are in your institutional lifecycle and they are automatically sent your personalized communications.

### **Survey Management**

Unique to CUnet is our pre-configured online and paper-based survey engine. CUnet enables you to build and manage an unlimited number of surveys. Easy to use tools allow you to build any type of question format, even essay. CUnet enables you to weigh the importance of each question and assign a score to each possible answer given. With the power of CUnet's survey engine you can build and deliver a limitless number of valuable surveys such as; propensity to enroll, non-matriculation, student and faculty satisfaction, student retention, alumni and community relations. And with CUnet's campaign engine you can automate communications sent based on how a survey was answered. All surveys are stored in your student records. CUnet also has template surveys pre-built based on best practices and proven enrollment management research.

### **Multiply Campus/Department Management**

CUnet is the only solution of its kind that enables you to manage multiple campuses and or departments all within in one system. Each school, department or campus can have its own distinct set of student records, communication campaigns, emails, letters, phone scripts, web forms, applications, surveys and users. CUnet gives you the flexibility of allowing you to have a macro view of all your different instances all within one system and to allow for single views and access depending on user groups or individuals. In fact, some CUnet solutions today are utilized by higher education associations. These associations manage hundreds of schools with thousands of users, each school with its own unique set of records, campaigns, communications, forms, etc. and each user with their own level of access and view.





# MYSTERY SHOPPING

## ASSESS CUSTOMER EXPERIENCE AND SATISFACTION

### Mystery Shopping

Great customer service is the key to success in any business. In the competitive world of Education, response time and follow-up play a critical role in lead to enrollment conversion rates. We can help you monitor this process, identifying strengths to be praised and weaknesses that need to be improved upon.

Most services are generally delivered by people to other people, and successful companies must always strive to deliver top quality services to all of its customers all the time.

A customer's opinion of your company is always based on their experience of the product and service they receive. A positive experience can be rewarded with a referral, a negative one can spread like a virus. This means that all members of your staff actually work in your Admissions Department. Most statistics show that for every complaint received by a company there are another ten dissatisfied customers who simply moan to friends and switch to a rival company.

### Response Time, receipt of lead to contact by representative.

Most Directors of Admissions agree that improving the response time (timeframe between receipt of lead and contact by a representative) has a direct effect on improving conversions.

### Representative Follow-up

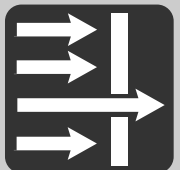
Ever wonder if your representatives are working their leads as much as they should. Often, representatives give up on a prospect way too early in the sales process resulting in wasted leads, poor conversions and often provides you with inaccurate campaign specific marketing intelligence.

**Mystery Shopping** is a direct and reliable method of assessing actual customer experience and overall satisfaction. No other method can replace simple, effective feedback from an anonymous Customer Experience Evaluator, commonly referred to as a Mystery Shopper. An evaluator visits your business anonymously posing as a potential student. They then complete a detailed critique of their visit, giving you a complete evaluation of the customer's experience. Multiple mystery shoppers make several visits over a period of weeks or months depending upon what type of service you are evaluating. Each assignment is tailored to the needs of the client.



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MYSTERY SHOPPING  
ASSESS CUSTOMER EXPERIENCE AND SATISFACTION





**Improvement first requires the identification of a problem. CUnet is the best solution for that problem.**

**If you share your needs with us, we can share our “Best of Breed” solutions with you!**

**Finally...why choose us?**

CUnet serves its clients as trusted allies, providing them with the loyalty of a business partner and the economics of an outside vendor. We make sure that our clients have all of the qualified leads they need to grow their businesses as planned, with maximum efficiency and reliability. Many of our customers work with enrollment deadlines which are date specific, so we give our clients the assurance that the leads will be there when they need them.

We would like to schedule a time for you to see the inner workings of our Lead Management System and to go over any questions that you may have. Please let us know when would be a convenient time to do so.

Best Regards,  
Tom Ferrara  
CEO

201-560-1230

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