

Optimization Network

The **Walter Karl Optimization Network** is an online customer acquisition platform delivering quality lead generation solutions for publishers and advertisers. With over 50 years of experience in the direct marketing industry, **Walter Karl** created the network to address the needs of marketers looking to acquire new customers and publishers looking to generate more revenue for their businesses.

Our network

The **OptNet** consists of 200 true BtoB sites and a BtoC affiliate network. With over 30 site categories in the network, advertisers can target specific demographics to ensure the highest quality leads.

How does the OptNet work?

OptNet works by leveraging co-registration to generate leads for marketers. Co-Registration is the process where an advertiser places their offer to opt-in on a site's registration path. Once the user indicates that they would like to receive the offer and hits "submit", their data is passed to Walter Karl who then:

- Aggregates the data into one file
- Performs hygiene on the leads
- Ships the data to the marketer on a pre-determined basis
- Dedupes across multiple sites

Why marketers should advertise

- Complete co-reg program management:
Data Aggregation, De-duplication, Hygiene
- Quality – Associate your brand with other quality brands in the marketplace
- Cost per lead pricing model = lower risk
- Most cost effective way to build a database
- Ownership of leads
- Targeting capabilities
- Permission based opt-ins

Why sites should join the network

- Incremental revenue potential – Optimize unused real estate on your site
- Full service offer page management – Walter Karl brings in all the advertisers, manages the placements, etc...
- Full control over offers running on your site
- Quality – Associate your brand with other quality brands in the marketplace

Come join us! We succeed only when our clients succeed!
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