

ACQUINITY INTERACTIVE “CONNECT TO COMPETE” VALUE PROPOSITION

TELECOM CASE STUDY

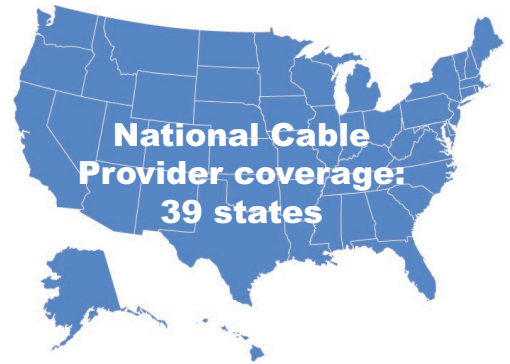
Acquinity Interactive: a good call for

OVERVIEW

For consumers who are struggling to make ends meet, mobile communication is not a luxury but a necessity. The USAC Universal Service Fund supports Lifeline, a program which allows qualified users to receive subsidized phones through which they may stay in contact with their families and potential employers. TerraCom and its sister brand YourTel are a growing supplier of Lifeline services in 12 US states.

CHALLENGE

The Lifeline program requires that approved carriers promote the program to consumers in their footprint. However, the offer must be targeted to those who are apt to qualify, and delivered in such a way that protects the dignity of the consumer while refraining from a predatory approach.



**FREE CELL PHONE
FREE MINUTES**
FOR INCOME ELIGIBLE

UP TO 250 FREE MONTHLY MINUTES

- ✓ TEXTING
- ✓ NATIONAL LONG DISTANCE
- ✓ CARRY OVER MINUTES
- ✓ VOICE MAIL & MORE
- ✓ PAY NOTHING! NO CONTRACTS!

LIMIT ONE FREE PHONE PER ADDRESS

FILL OUT THE APPLICATION BELOW

ELIGIBLE LOW INCOME PROGRAMS

- Temporary Assistance for Newly Families
- Supplemental Security Income
- Medicaid
- Supplemental Nutrition Assistance Program (SNAP) Food Stamps
- Federal Public Housing Assistance Section 8
- National School Lunch Program's Free Lunch program
- Low-Income Home Energy Assistance Program

INCOME BASED CERTIFICATION

You may self-certify that your income is at or below 150% of the federal poverty guidelines as shown below by signing at the bottom of this form.

Number of people in household	Max Annual Income:	Number of people in household	Max Annual Income:
1 person	\$16,336	6 people	\$44,985
2 people	\$22,085	7 people	\$50,715
3 people	\$27,790	8 people	\$56,445
4 people	\$33,525	Each additional person	\$5,730
5 people	\$39,255		

To qualify for income eligibility, you must provide copies of one or more of the documents listed below. If you provide documentation that does not cover a full year (such as current pay stubs), you must submit three (3) consecutive months of the same type of document within the current calendar year.

- Prior year's state, federal or trial tax return
- Social Security benefits statement
- Retirement/Pension benefit statement
- Veterans Administration benefits statement
- Divorce decree or child support document
- Federal or tribal notice letter of participation in Bureau of Indian Affairs General Assistance
- Unemployment/Workers Compensation benefits statement
- Current income statement from employer or paycheck stub

I certify under penalty of perjury that the above is true and further warrants hereby to follow all United States laws as noted above. I also certify that my household currently receives benefits from at least one of the programs above, my telephone is listed in my name, I am not listed as a dependent on another person's tax return (unless over the age of 60) and the address listed is my primary residence. I also certify that I will only receive one Lifeline connection and will not have simultaneous Lifeline connections with another provider. If I am participating in another Lifeline program at the time I apply for TerraCom's Lifeline service, I agree to cancel that Lifeline service with any other provider. I agree to notify TerraCom immediately if my household ceases to participate in the program(s) listed above (changes to an alternate program not included) or my income exceeds 150% of the Federal Poverty Level. I authorize local area service discounts under the low income program are limited to one per household.

First Name: _____ MI: _____ Last Name: _____
 Address: _____ City: _____ Zip: _____
 SSN#: _____ Phone: _____

By checking the box and then clicking Submit Application below, I am providing my electronic signature agreeing to and acknowledging the terms and conditions above. [Click here](#) to learn more about electronic signatures.

Submit Application →

SOLUTIONS

Acquinity Interactive utilized its best-of-breed ad targeting platform to present the Lifeline offer only to consumers who self-identified as either participating in a qualifying government program or meeting the income criteria needed to qualify for the Lifeline program. Acquinity has been providing customers to TerraCom since October of 2011, with no negative feedback from the consumers, USAC or the carrier.

RESULTS

To date, Acquinity Interactive has generated 29,616 new customers for TerraCom, and based on planned expansion, is set to generate 300% more in the next 6 months.

Formula for success

3,000
registrations per day per state =
117,000
consumers within the Provider's footprint x 5% (the percentage of school lunch program participants).
Grand total:
5,850
qualified people per day.

@Iso...
3,120,000
people within our
80,000,000
email database fit the target demographic!

