

How Companies Track You



- **Introductions**
- **Email Tracking**
- **Web Tracking**
- **Offline Tracking**



- **Track Messages Opened**
- **Links Clicked**
- **Conversion to Purchase**
- **Valid Email Address**
- **When you open (time of day)**
- **Where you open (geographic)**





Dear Jeff,

It is our pleasure to announce that the winners of the Shell Global Solutions registered visitor prize drawing have been selected! To find out if you've won, please visit the [list of winners](#) on our web site.

And don't forget that video footage and photos of all the participants in the Shell Global Solutions Racing Challenge are posted and available for your review. Just [click here](#) to find yourself and your associates in action.

Thanks again for visiting us at ATCE. We felt the show was extremely successful, and hope your visit was an enjoyable and productive one.

Kind Regards,

Skip Koshak
Business Development Manager
+1 504 728 6445
skip.koshak@shell.com

P.S. Do you want to learn more about Shell Global Solutions? Please [click here](#) to get additional information.

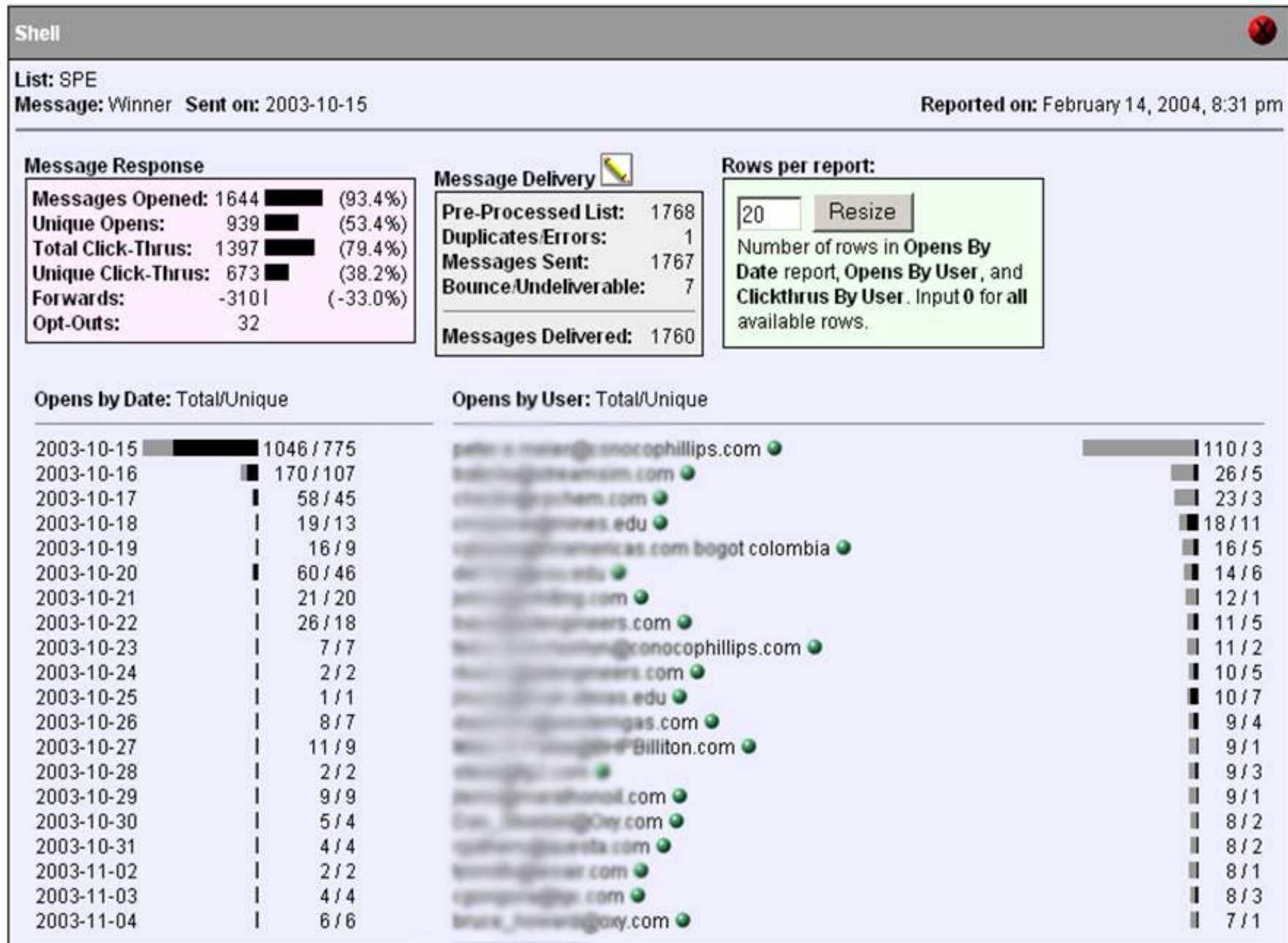


You may have won this radio-controlled, 1/18 scale Enzo Ferrari F2003 Mini Z Racer! [Click here](#) to find out!



Video footage and photos from The Challenge have been added to the web site. [Click here](#) to view.





- **Cookies**
 - **Session Cookies**
 - **Persistent Cookies**
 - **1st Party Cookies**
 - **3rd Party Cookies**



- **Username & Password**
 - **Login info**
 - **Geographic Information**
 - **Time, Date**
- **Facial Recognition**
- **Gender “Guessing”**



Conversion Tracking:

- **Code placed on order success page, contact form success page.**
- **Allows you to know what CPC keywords resulted in a Conversion.**

***You Can Only Control
What You Can Measure***

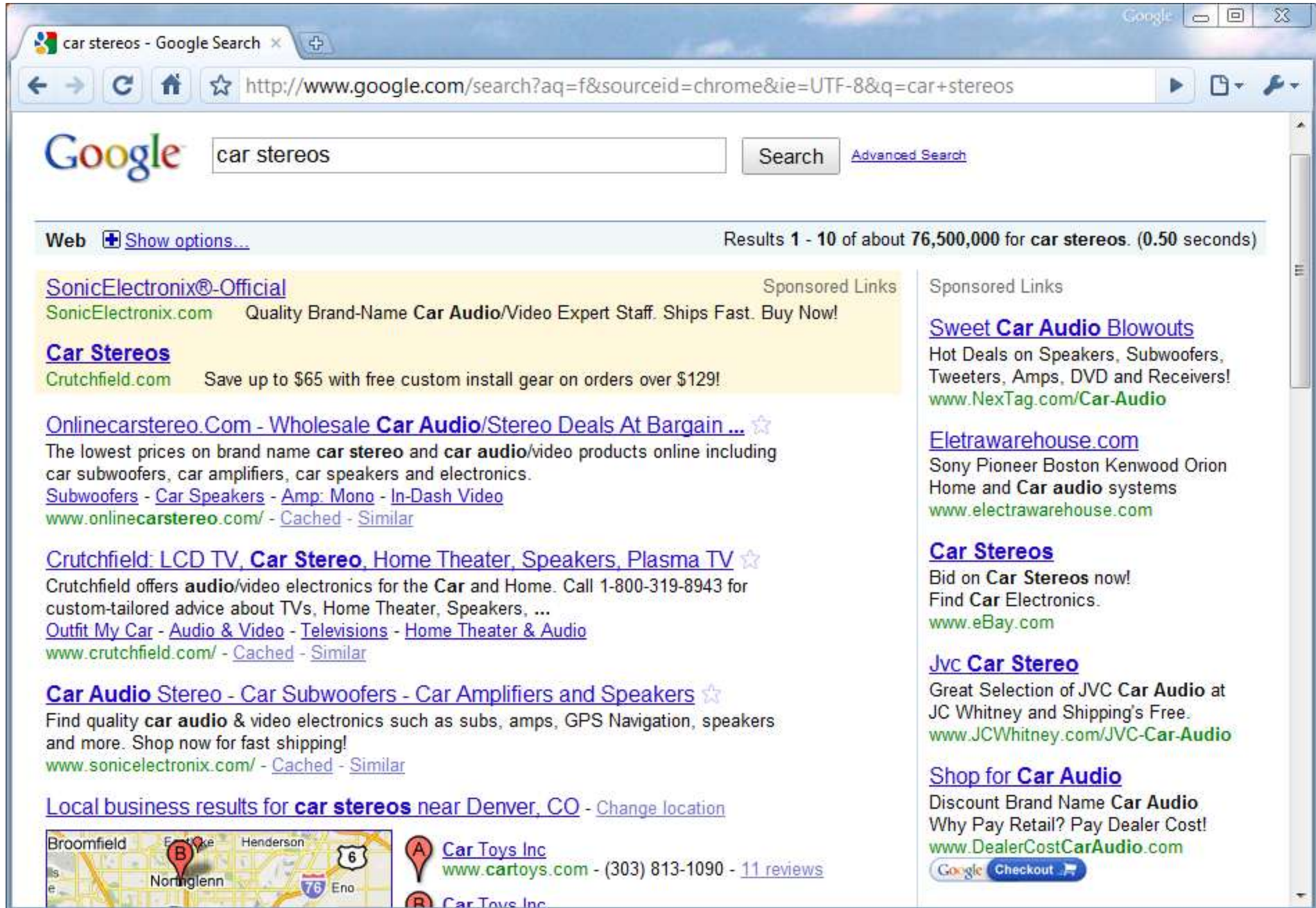


- **Cooperative Databases**
 - **Everyone adds to the pool**
 - **Everyone can take from the pool**
- **Age, Income, Home, Marital**
- **Categories:**
 - **White wine, import car**
 - **Beer & Nascar**



- **Promo Codes**
- **Personalized URLs**
- **Coupon Codes**
- **QR Codes**





car stereos - Google Search

http://www.google.com/search?aq=f&sourceid=chrome&ie=UTF-8&q=car+stereos

Google car stereos Search [Advanced Search](#)

Web [Show options...](#) Results 1 - 10 of about 76,500,000 for car stereos. (0.50 seconds)

SonicElectronix®-Official Sponsored Links
[SonicElectronix.com](#) Quality Brand-Name Car Audio/Video Expert Staff. Ships Fast. Buy Now!


Car Stereos
[Crutchfield.com](#) Save up to \$65 with free custom install gear on orders over \$129!

Onlinecarstereo.Com - Wholesale Car Audio/Stereo Deals At Bargain ... ☆
 The lowest prices on brand name car stereo and car audio/video products online including car subwoofers, car amplifiers, car speakers and electronics.
[Subwoofers](#) - [Car Speakers](#) - [Amp](#) - [Mono](#) - [In-Dash Video](#)
[www.onlinecarstereo.com/](#) - [Cached](#) - [Similar](#)

Crutchfield: LCD TV, Car Stereo, Home Theater, Speakers, Plasma TV ☆
 Crutchfield offers audio/video electronics for the Car and Home. Call 1-800-319-8943 for custom-tailored advice about TVs, Home Theater, Speakers, ...
[Outfit My Car](#) - [Audio & Video](#) - [Televisions](#) - [Home Theater & Audio](#)
[www.crutchfield.com/](#) - [Cached](#) - [Similar](#)

Car Audio Stereo - Car Subwoofers - Car Amplifiers and Speakers ☆
 Find quality car audio & video electronics such as subs, amps, GPS Navigation, speakers and more. Shop now for fast shipping!
[www.sonicelectronix.com/](#) - [Cached](#) - [Similar](#)

Local business results for car stereos near Denver, CO - [Change location](#)

 **Car Toys Inc**
[www.cartoys.com](#) - (303) 813-1090 - [11 reviews](#)

Sponsored Links

Sweet Car Audio Blowouts
 Hot Deals on Speakers, Subwoofers, Tweeters, Amps, DVD and Receivers!
[www.NexTag.com/Car-Audio](#)

Eletrawarehouse.com
 Sony Pioneer Boston Kenwood Orion Home and Car audio systems
[www.electrawarehouse.com](#)

Car Stereos
 Bid on Car Stereos now!
 Find Car Electronics.
[www.eBay.com](#)

Jvc Car Stereo
 Great Selection of JVC Car Audio at JC Whitney and Shipping's Free.
[www.JCWhitney.com/JVC-Car-Audio](#)

Shop for Car Audio
 Discount Brand Name Car Audio
 Why Pay Retail? Pay Dealer Cost!
[www.DealerCostCarAudio.com](#)
[Google Checkout](#)





Crutchfield: LCD TV, Car ...

http://www.crutchfield.com/S-a9GinH8fkDV/

login to your account | sign up for a new account

CRUTCHFIELD
North America's Electronics Specialist since 1974sm
The Crutchfield story | E-mail feedback to Bill Crutchfield

Free, fast shipping on most orders

E-mail Chat Get a call back

1-800-319-8264 **12** Advisors waiting for your call

My Shopping Cart 0 items - \$0.00

All Products Signature Products Outlet Learn Support Community

Car Audio/Video & GPS TVs & Blu-ray Home Theater & Audio iPods & Portables Cameras & Camcorders Wireless Entertainment

Free 19" LCD TV with select Samsung TVs

Kicker sub closeouts Buy one, get one free

Buy a \$169+ stereo, save 25% on Boston car speakers

Free home A/V help From our in-house experts

Free 19" LCD TV with select Samsung TVs

Eye-popping HD for the living room, free TV for the bedroom or office

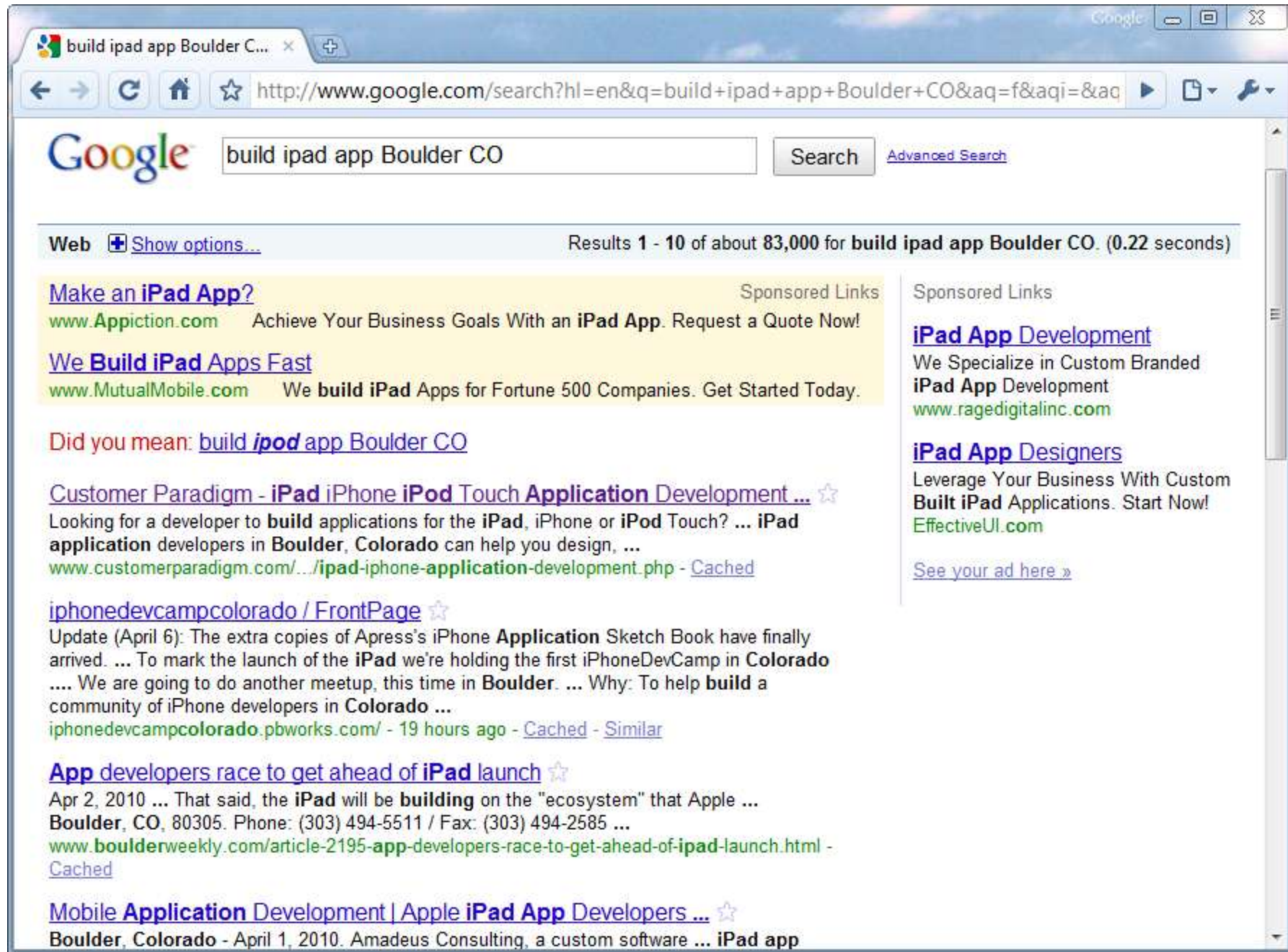
While supplies last

Shop

SAMSUNG

Car stereo, GPS, Blu-ray, Home Theater, iPods, Cameras





build ipad app Boulder C... x

http://www.google.com/search?hl=en&q=build+ipad+app+Boulder+CO&aq=f&aqi=&aq

Google build ipad app Boulder CO Search [Advanced Search](#)

Web [+ Show options...](#) Results 1 - 10 of about 83,000 for build ipad app Boulder CO. (0.22 seconds)

[Make an iPad App?](#) Sponsored Links
[www.Appiction.com](#) Achieve Your Business Goals With an iPad App. Request a Quote Now!

[We Build iPad Apps Fast](#)
[www.MutualMobile.com](#) We build iPad Apps for Fortune 500 Companies. Get Started Today.

Did you mean: [build ipod app Boulder CO](#)

[Customer Paradigm - iPad iPhone iPod Touch Application Development ...](#) ☆
Looking for a developer to build applications for the iPad, iPhone or iPod Touch? ... iPad application developers in Boulder, Colorado can help you design, ...
[www.customerparadigm.com/.../ipad-iphone-application-development.php](#) - [Cached](#)

[iphonedevcampcolorado / FrontPage](#) ☆
Update (April 6): The extra copies of Apress's iPhone Application Sketch Book have finally arrived. ... To mark the launch of the iPad we're holding the first iPhoneDevCamp in Colorado ... We are going to do another meetup, this time in Boulder. ... Why: To help build a community of iPhone developers in Colorado ...
[iphonedevcampcolorado.pbworks.com/](#) - 19 hours ago - [Cached](#) - [Similar](#)

[App developers race to get ahead of iPad launch](#) ☆
Apr 2, 2010 ... That said, the iPad will be building on the "ecosystem" that Apple ... Boulder, CO, 80305. Phone: (303) 494-5511 / Fax: (303) 494-2585 ...
[www.boulderweekly.com/article-2195-app-developers-race-to-get-ahead-of-ipad-launch.html](#) - [Cached](#)

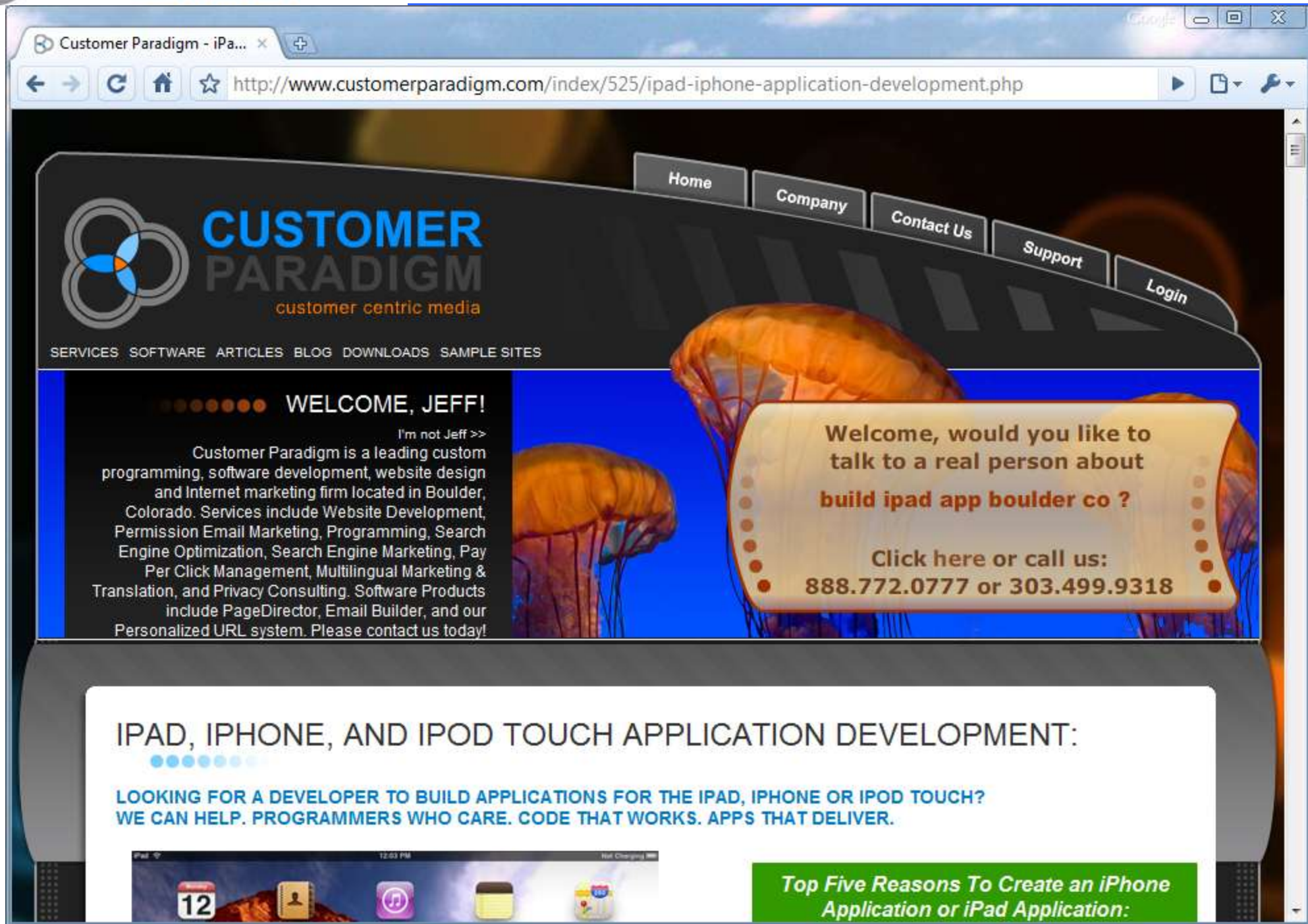
[Mobile Application Development | Apple iPad App Developers ...](#) ☆
Boulder, Colorado - April 1, 2010. Amadeus Consulting, a custom software ... iPad app

[iPad App Development](#)
We Specialize in Custom Branded iPad App Development
[www.ragedigitalinc.com](#)

[iPad App Designers](#)
Leverage Your Business With Custom Built iPad Applications. Start Now!
[EffectiveUI.com](#)

[See your ad here >](#)





The screenshot shows a web browser window with the following elements:

- Browser Address Bar:** <http://www.customerparadigm.com/index/525/ipad-iphone-application-development.php>
- Navigation Menu:** Home, Company, Contact Us, Support, Login
- Header:** CUSTOMER PARADIGM customer centric media
- Services:** SERVICES SOFTWARE ARTICLES BLOG DOWNLOADS SAMPLE SITES
- Personalized Greeting:**

●●●●●● WELCOME, JEFF!
I'm not Jeff >>
Customer Paradigm is a leading custom programming, software development, website design and Internet marketing firm located in Boulder, Colorado. Services include Website Development, Permission Email Marketing, Programming, Search Engine Optimization, Search Engine Marketing, Pay Per Click Management, Multilingual Marketing & Translation, and Privacy Consulting. Software Products include PageDirector, Email Builder, and our Personalized URL system. Please contact us today!
- Personalized Call to Action:**

Welcome, would you like to talk to a real person about **build ipad app boulder co ?**

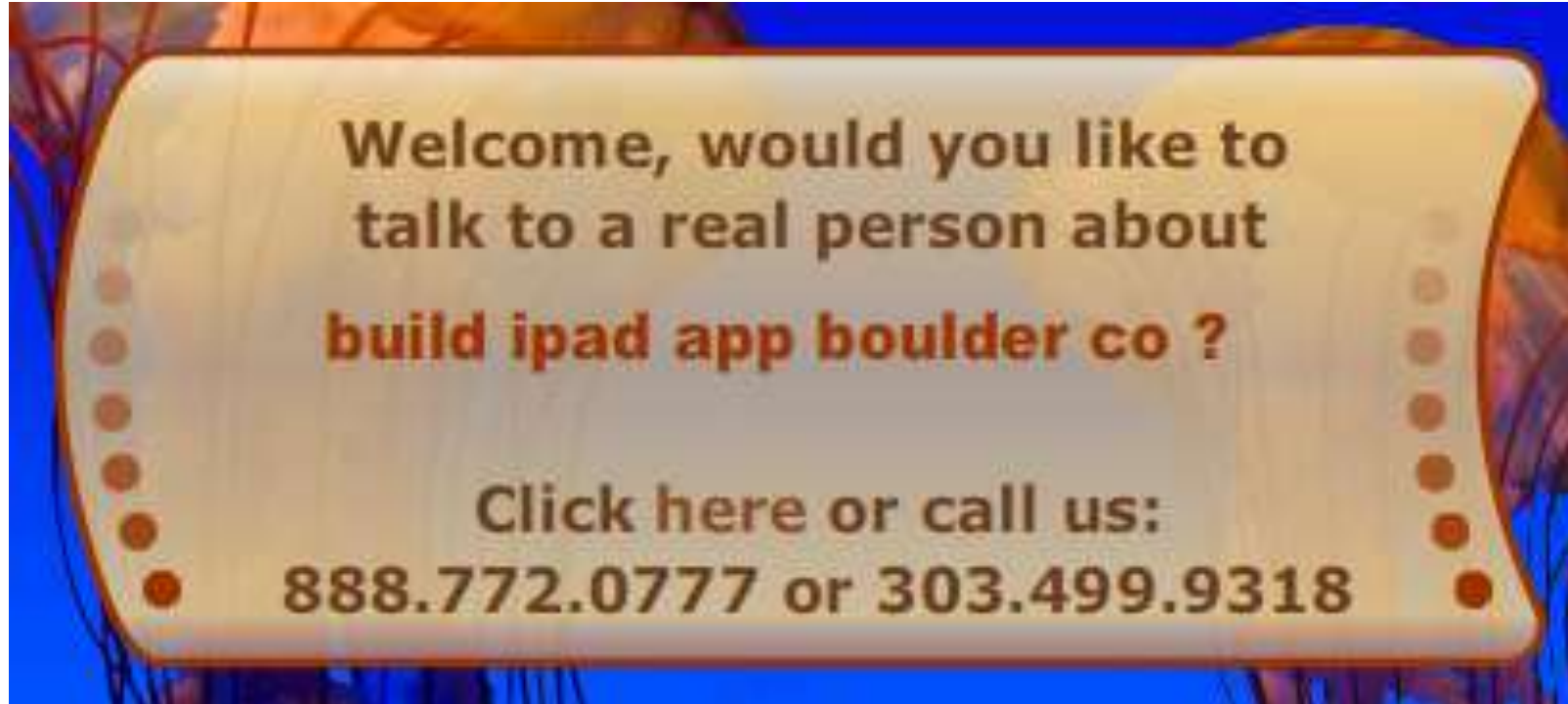
Click here or call us:
● 888.772.0777 or 303.499.9318 ●
- Main Content:**

IPAD, IPHONE, AND IPOD TOUCH APPLICATION DEVELOPMENT:

●●●●●●

LOOKING FOR A DEVELOPER TO BUILD APPLICATIONS FOR THE IPAD, IPHONE OR IPOD TOUCH? WE CAN HELP. PROGRAMMERS WHO CARE. CODE THAT WORKS. APPS THAT DELIVER.
- Footer:**

Top Five Reasons To Create an iPhone Application or iPad Application:

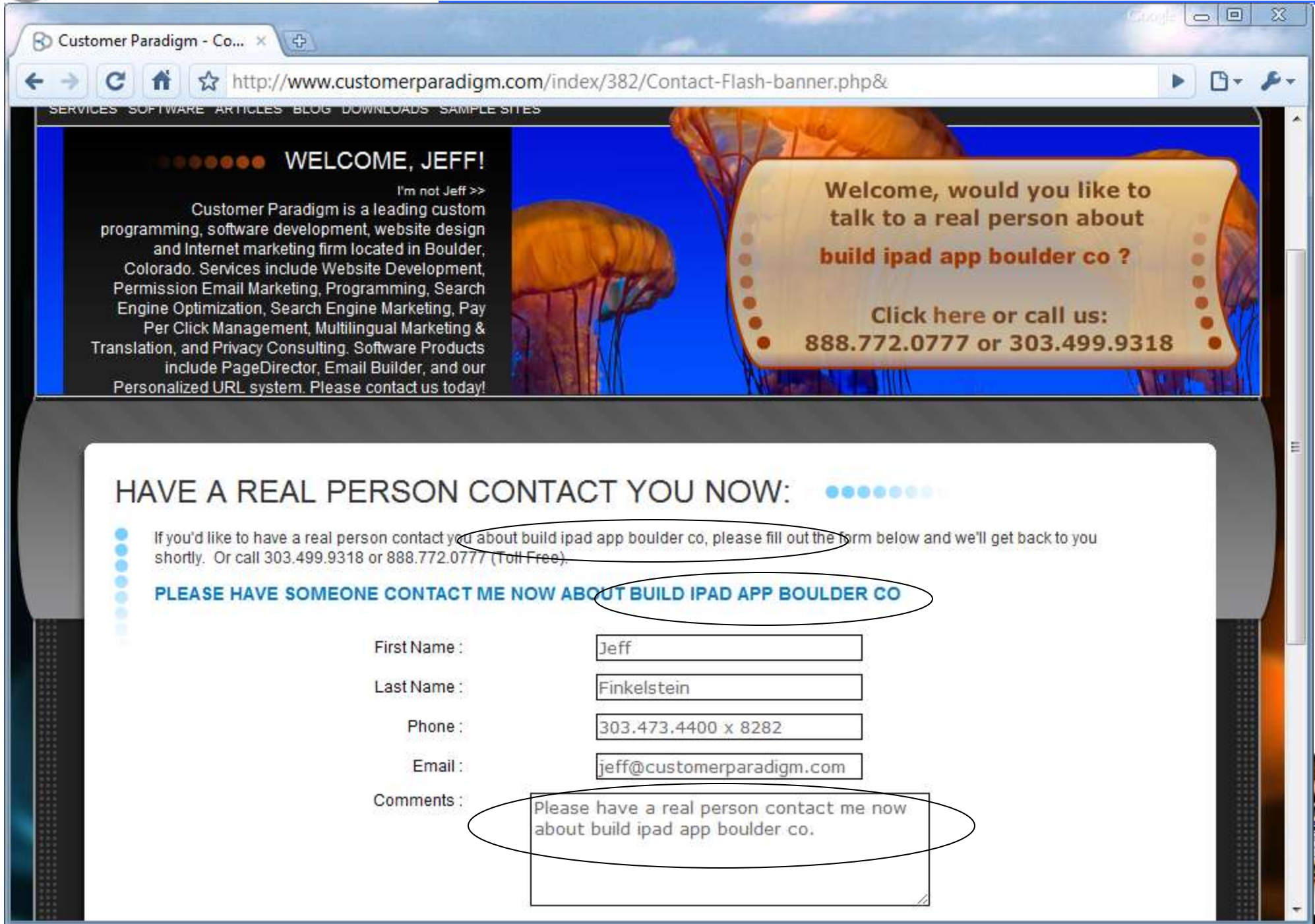


Welcome, would you like to
talk to a real person about
mlb drug testing ?

Click here or call us:
888.772.0777 or 303.499.9318

Welcome, would you like to
talk to a real person about
cell phone tracks your movement ?

Click here or call us:
888.772.0777 or 303.499.9318



Customer Paradigm - Co... x

http://www.customerparadigm.com/index/382/Contact-Flash-banner.php&

SERVICES SOFTWARE ARTICLES BLOG DOWNLOADS SAMPLE SITES

●●●●● **WELCOME, JEFF!**

I'm not Jeff >>

Customer Paradigm is a leading custom programming, software development, website design and Internet marketing firm located in Boulder, Colorado. Services include Website Development, Permission Email Marketing, Programming, Search Engine Optimization, Search Engine Marketing, Pay Per Click Management, Multilingual Marketing & Translation, and Privacy Consulting. Software Products include PageDirector, Email Builder, and our Personalized URL system. Please contact us today!

Welcome, would you like to talk to a real person about **build ipad app boulder co ?**

Click here or call us:
888.772.0777 or 303.499.9318

HAVE A REAL PERSON CONTACT YOU NOW: ●●●●●

If you'd like to have a real person contact you about build ipad app boulder co, please fill out the form below and we'll get back to you shortly. Or call 303.499.9318 or 888.772.0777 (Toll Free).

PLEASE HAVE SOMEONE CONTACT ME NOW ABOUT BUILD IPAD APP BOULDER CO

First Name :

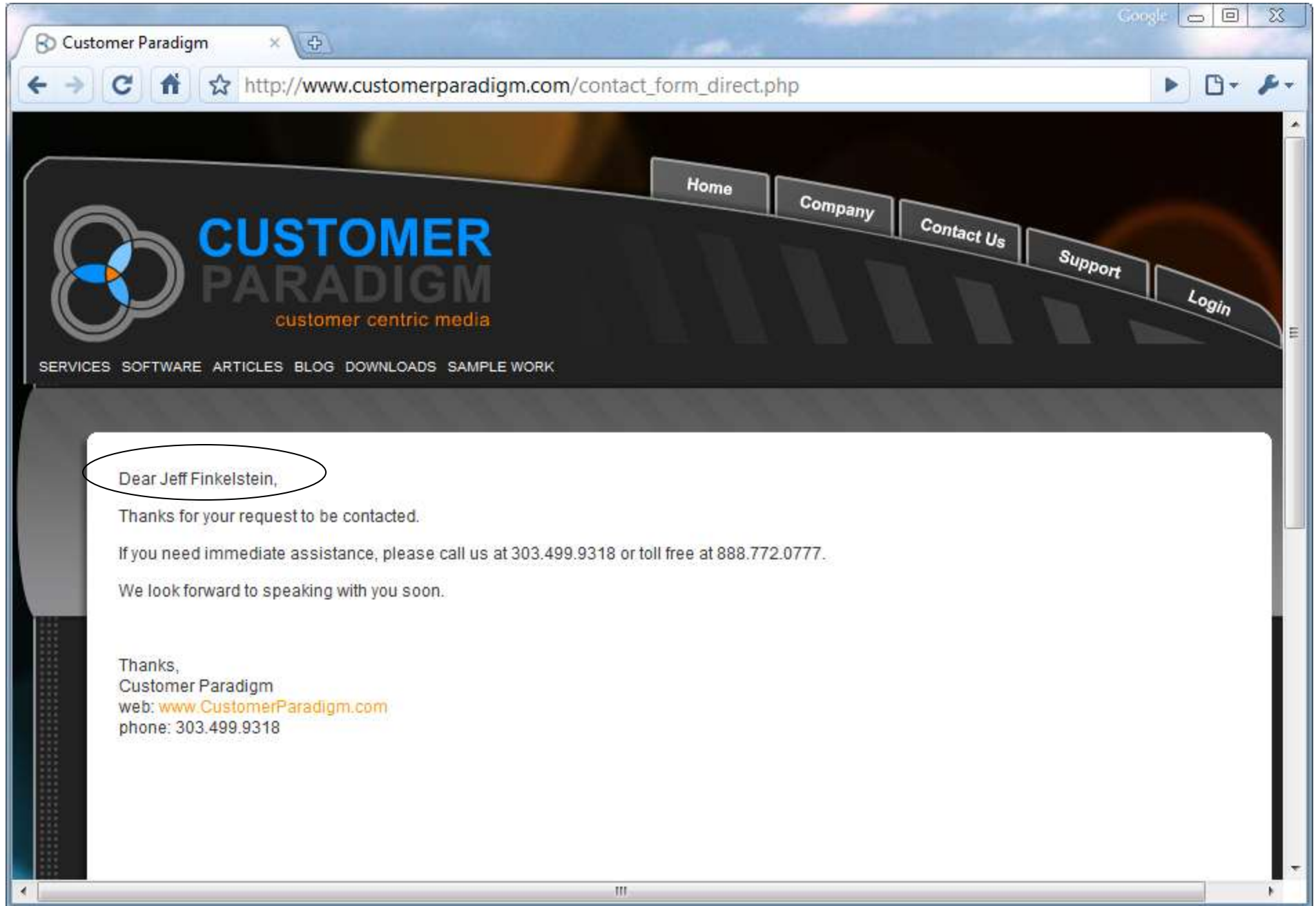
Last Name :

Phone :

Email :

Comments :





The screenshot shows a web browser window with the URL http://www.customerparadigm.com/contact_form_direct.php. The page features the Customer Paradigm logo and navigation menu. The main content area displays a personalized message:

Dear Jeff Finkelstein,

Thanks for your request to be contacted.

If you need immediate assistance, please call us at 303.499.9318 or toll free at 888.772.0777.

We look forward to speaking with you soon.

Thanks,
Customer Paradigm
web: www.CustomerParadigm.com
phone: 303.499.9318



Campaign Result:

**35% Increase in Conversions for
Personalized Search Pages**



- **Website “Reads” inbound Search Terms**
- **Uses terms to Personalize Page**
- **Mail Merge**
- **Rules-based System**





The postcard is divided into two main sections. The left section features a vertical red banner with the text "UPCOMING EVENTS" in white, bold, sans-serif font. Below this banner is the "Adventure Rabbi" logo, which includes a stylized mountain range and the website address "WWW.ADVENTURERABBI.ORG". The right section is split into two horizontal panels. The top panel shows a skier in a red and black jacket and a red beanie, skiing down a snowy slope. The bottom panel shows a group of people holding hands and standing on a rocky ledge under a large natural rock archway. The text "JOIN US!" is written in a red, stylized font at the bottom right of the postcard.

**UPCOMING
EVENTS**

SKI WEEKEND:
FEB 27-MAR 1
COPPER MTN, CO

PASSOVER RETREAT:
APRIL 11-12
MOAB, UTAH

Adventure Rabbi
WWW.ADVENTURERABBI.ORG

JOIN US!



UPCOMING EVENTS:

Dear Jeff,

I hope your 2009 is off to a good start! We have a lot of exciting upcoming programs, including services on snow the second Saturday of each month, Jewish Studies for adults, and a new class for children ages 3-5. More details for everything is on our newly redesigned website, www.AdventureRabbi.org.

Our Winter Ski Weekend is at Copper Mountain, Feb 27- Mar 1, 2009 (Fri - Sun). We will combine the inspiration of Jewish learning and Shabbat peace with the boundless joy of skiing or riding.

Our Passover Seder is again outside Moab, Utah, April 11-12, 2009 (Sat-Sun; 4th night Seder). You won't fall asleep at this Passover Seder! Join us as we, like our Biblical ancestors, return to the wilderness.

All ages: couples, singles and families. And if you don't want to camp, there are many hotel options. The retreat is sold out, and we have a major article in their March issue, so if you want

We also have a new "All Access Passover" retreats and programs. It's our very own membership. More details are on the

See you on the trail,



Rabbi Jamie Korngold, Adventure Rabbi

P.S. To sign up / more info, visit:
www.AdventureRabbi.org/Jeff.Finkelstein

Adventure Rabbi
5353 Manhattan Circle, Suite 103
Boulder, Colorado 80305
www.AdventureRabbi.org



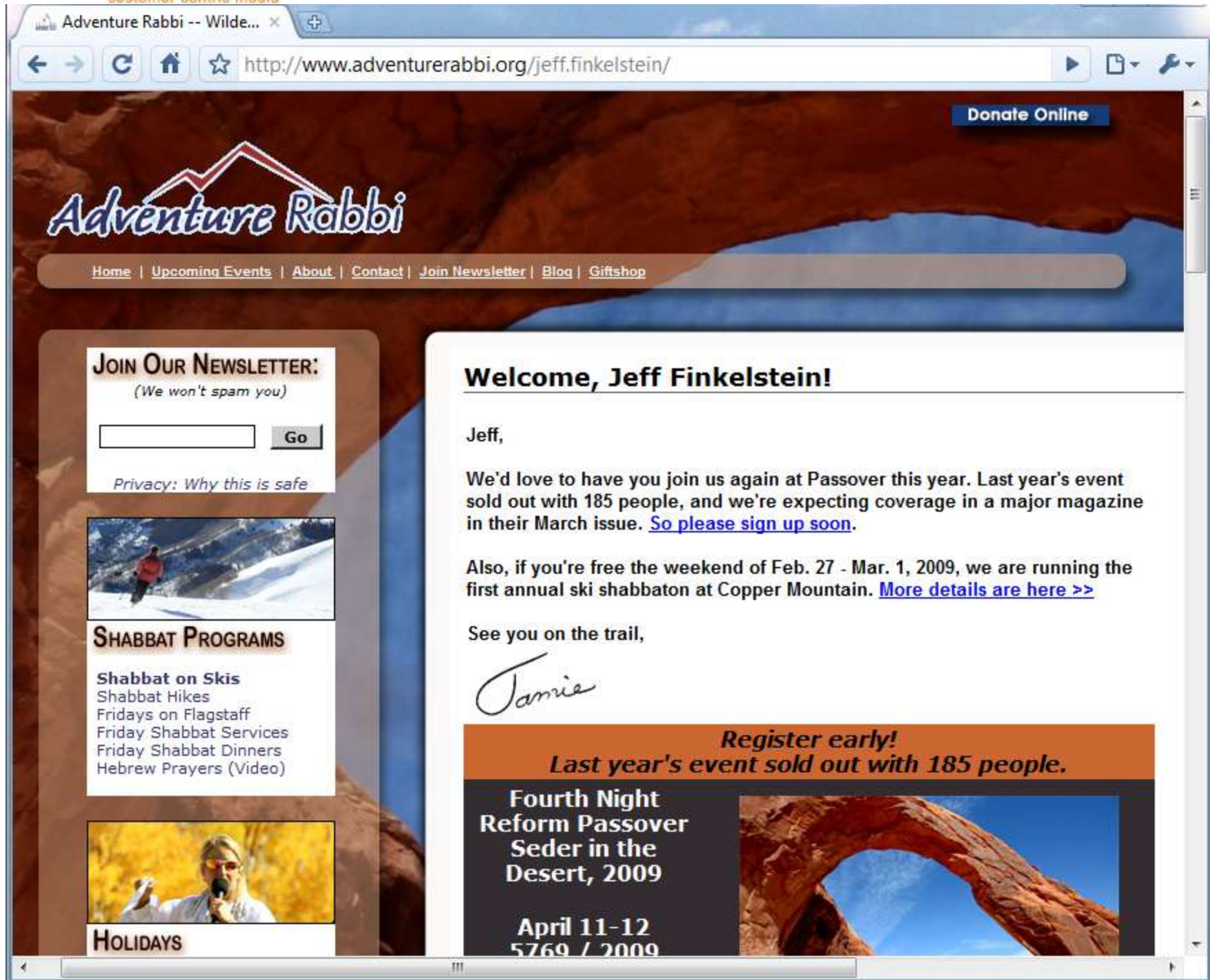
Jeff Finkelstein
2990 Vassar Drive
Boulder, CO 80305

P.S. To sign up / more info, visit:
www.AdventureRabbi.org/Jeff.Finkelstein

Group Passover Hike, Second Day

Passover Seder under Corona Arch, outside Moab, Utah





Adventure Rabbi -- Wilde... x

http://www.adventurerabbi.org/jeff.finkelstein/


Donate Online

Adventure Rabbi

Home | Upcoming Events | About | Contact | Join Newsletter | Blog | Giftshop


JOIN OUR NEWSLETTER:
(We won't spam you)

Privacy: Why this is safe



SHABBAT PROGRAMS

- Shabbat on Skis
- Shabbat Hikes
- Fridays on Flagstaff
- Friday Shabbat Services
- Friday Shabbat Dinners
- Hebrew Prayers (Video)



HOLIDAYS

Welcome, Jeff Finkelstein!

Jeff,

We'd love to have you join us again at Passover this year. Last year's event sold out with 185 people, and we're expecting coverage in a major magazine in their March issue. [So please sign up soon.](#)

Also, if you're free the weekend of Feb. 27 - Mar. 1, 2009, we are running the first annual ski shabbaton at Copper Mountain. [More details are here >>](#)


See you on the trail,

Jamie

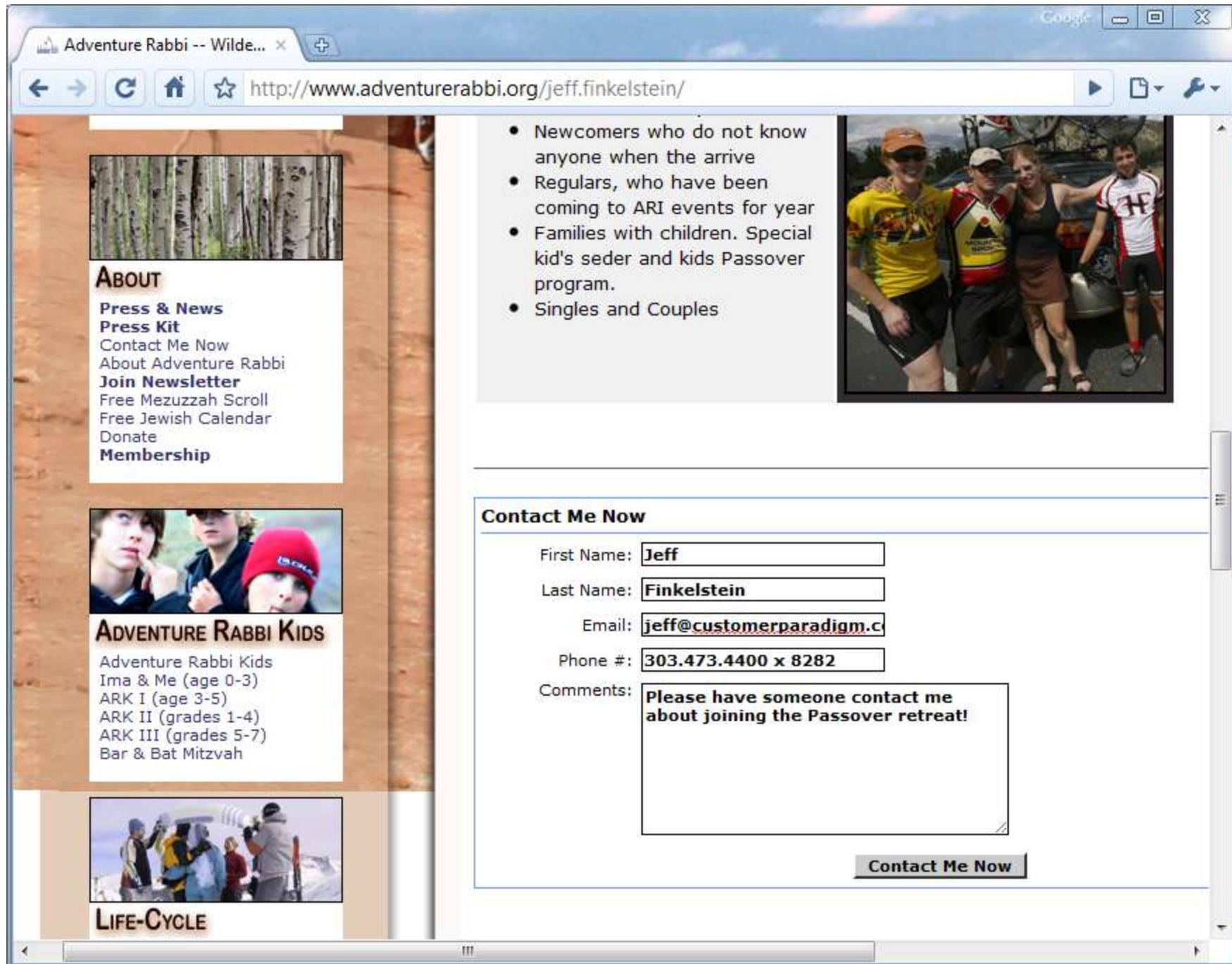
Register early!
Last year's event sold out with 185 people.

Fourth Night Reform Passover Seder in the Desert, 2009

April 11-12
5769 / 2009









Adventure Rabbi -- Wilde... x

http://www.adventurerabbi.org/jeff.finkelstein/




ABOUT

- Press & News
- Press Kit
- Contact Me Now
- About Adventure Rabbi
- Join Newsletter
- Free Mezuzah Scroll
- Free Jewish Calendar
- Donate
- Membership




ADVENTURE RABBI KIDS

- Adventure Rabbi Kids
- Ima & Me (age 0-3)
- ARK I (age 3-5)
- ARK II (grades 1-4)
- ARK III (grades 5-7)
- Bar & Bat Mitzvah



LIFE-CYCLE

- Newcomers who do not know anyone when they arrive
- Regulars, who have been coming to ARI events for years
- Families with children. Special kid's seder and kids Passover program.
- Singles and Couples



Contact Me Now

First Name:

Last Name:

Email:

Phone #:

Comments:


Contact Me Now



Adventure Rabbi Passover ... x

Google - [] X

← → ↻ ☆ <https://www.adventurerabbi.org/secure/passover-2009.php> 🔒 ▶ 📄 ⚙



**Passover in the Desert:
4th Night Seder Camping
Secure Order Form:
April 11-12, 2009**

[Back to Passover In the Desert Description Page](#)

Contact Information:

First Name	<input type="text" value="Jeff"/>
Last Name	<input type="text" value="Finkelstein"/>
Email	<input type="text" value="jeff@customerparadigm.com"/>
Phone	<input type="text" value="303.499.9318"/>

Event Registration:

Adults:	<input type="text" value="1 Adult - \$154.00"/>
	<small>Early Bird Discount - \$125 until Dec 31, 2008. \$154 after Dec 31, 2008. + \$25 after May 15, 2009.</small>
Students:	<input type="text" value="none"/>
Teens (13-17):	<input type="text" value="none"/>
Kids (5-12):	<input type="text" value="none"/>
Kids under 5: (free)	<input type="text" value="none"/>
Number of Vegetarians:	<input type="text" value="None"/>



- **User Enters pURL into Browser**
- **System “reads” information from browser**
- **System goes to database, retrieves info, creates personalized page.**



pURL Success Statistic:

**22% Increase in Registrations for
Personalized Landing Page vs.
non-personalized**



From: Janet Jacobs - Discount Decorating [janet@discountdecorating.com]

Sent: Tue 3/30/2010 10:27 AM

To: Jeff Finkelstein

Cc:

Subject: Jeff, Sale on 500,000 Rolls of Wallpaper

DiscountDecorating.com

1-866-797-7575

636-922-2190

dd.com6

US & Canada

Worldwide

Skype

SALE

500,000 WALLPAPER ROLLS IN STOCK

FROM \$4.99

**ALL SAMPLES \$4.00 EACH
(WORLDWIDE FREE POSTAGE AND NO HANDLING FEE ON SAMPLES).**

Jeff,

Thanks for being a previous customer of DiscountDecorating.com.


[Visit here](#) to see our sale papers.

Our entire line of over 32,000 individual patterns and colors of wallpaper and border are on sale with over 500,000 rolls in stock starting at \$4.99.

Free shipping continental US.

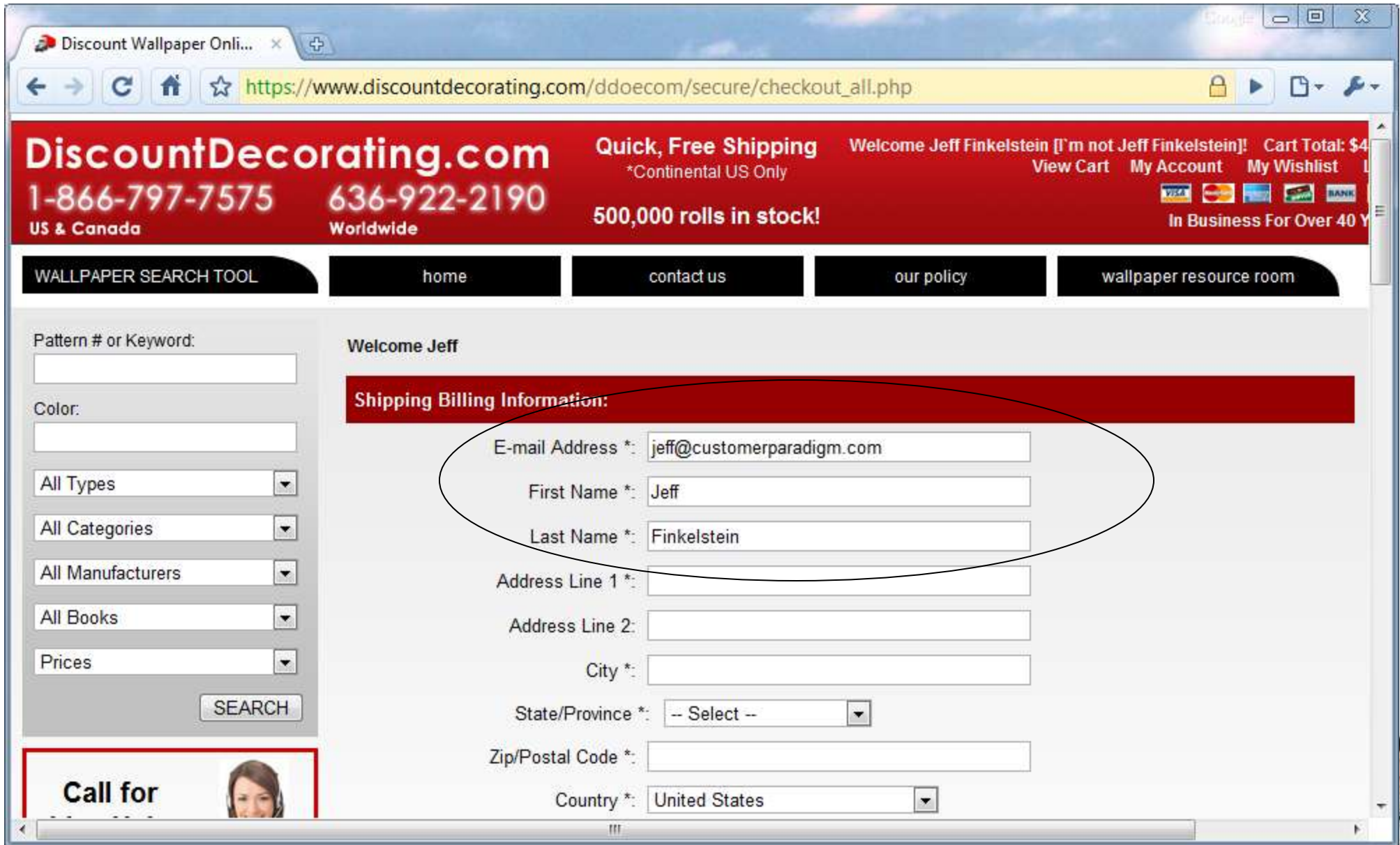
**BORDERS FROM \$4.99
WALLPAPER FROM \$5.99**
ALL FIRST QUALITY AND IN STOCK
Order today while quantities last!





The screenshot shows a web browser window with the URL <http://www.discountdecorating.com/ddoecom/>. The website header features the company name, contact information, and a personalized message: "Welcome Jeff Finkelstein! Cart Total: \$0 View Cart My Account My Wishlist Login Français | Deutsch | Italiano | Português | Español". The main navigation bar includes "WALLPAPER SEARCH TOOL", "home", "contact us", "our policy", and "wallpaper resource room". The search tool on the left allows filtering by pattern, color, type, category, manufacturer, book, and price. The central banner advertises "WALLPAPER UP TO 85% OFF EVERYDAY" with an image of a sunflower-themed kitchen. The right sidebar features an "APRIL SALE!" promotion with price points for borders and wallpapers, and a "WALT DISNEY" logo at the bottom.





Discount Wallpaper Onli... x +

← → ↻ 🏠 ☆ https://www.discountdecorating.com/ddocom/secure/checkout_all.php 🔒 📄 🔧

DiscountDecorating.com Quick, Free Shipping Welcome Jeff Finkelstein [I'm not Jeff Finkelstein!] Cart Total: \$4
1-866-797-7575 636-922-2190 *Continental US Only View Cart My Account My Wishlist
US & Canada Worldwide 500,000 rolls in stock! In Business For Over 40 Y


WALLPAPER SEARCH TOOL home contact us our policy wallpaper resource room

Pattern # or Keyword:

Color:

All Types ▾
All Categories ▾
All Manufacturers ▾
All Books ▾
Prices ▾

SEARCH

Call for 

Welcome Jeff

Shipping Billing Information:

E-mail Address *:

First Name *:

Last Name *:

Address Line 1 *:

Address Line 2:

City *:

State/Province *: -- Select -- ▾

Zip/Postal Code *:

Country *:



- **User Clicks On Link in Email message.**
- **System “reads” information during link redirect.**
- **System sets cookie; values of first, last, email can be read by site.**



Email → Web Personalization:

**DiscountDecorating.com had
18% increase in orders vs. non-
personalized site.**



Acquire

(Get new customers)

- Search Engine Optimization
- Search Engine Marketing
- pURL / Direct Mail
- Trade Show Marketing
- Viral / Microsites

Retain

(Talking to existing customers)

- Email Marketing
- pURL / Direct Mail

Interact

(Interact via the web)

- Design
- Content Mgmt
- Calendar / Events
- eCommerce + more
- iPhone / iPad Apps



Questions?

- **Web & Email Marketing**
- **Print Design**

Contact:

Jeff Finkelstein

303.473.4400

<http://www.CustomerParadigm.com/>

