



Database Marketing, Lead Generation, Social Media Game Changers
“Reach the People That Count Instead Of Counting the People You Reach”

OUR SERVICES

We're focused on one
objective: helping you
get the most
out of your business.

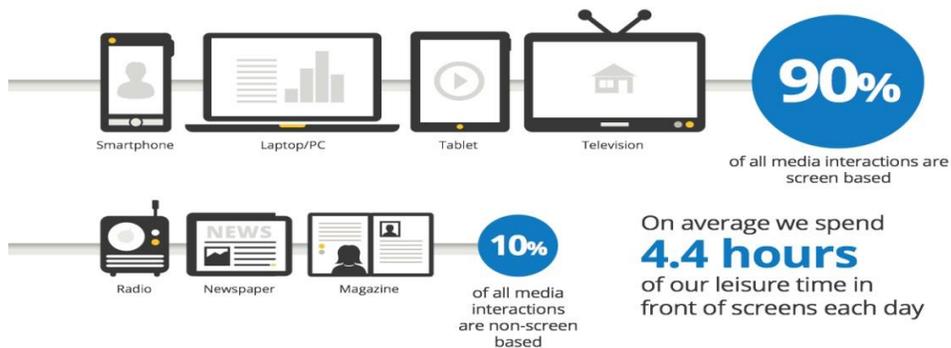




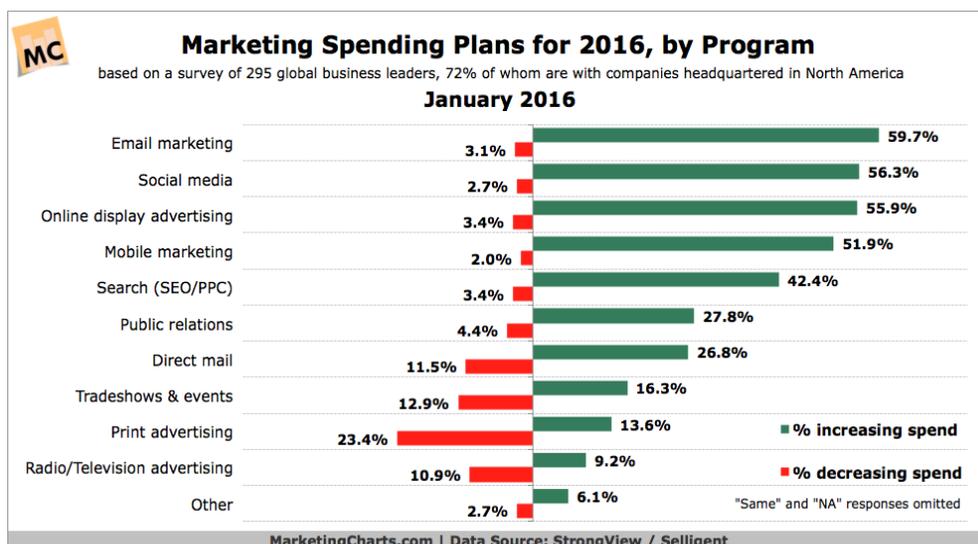
Reaching Consumers Today

Target the right Consumer at the right time, with the right message! Consumers of 2016 are not the same as those of 2010 and bear no resemblance to those of 2000 in how they communicate today. We believe Bullseye Interactive Group (BIG) digital marketing & social media services can help reach your targeted audience through our various communication resources that drives new customer acquisition, improve customer retention, and grow company revenues.

Majority of our daily media interactions are screen based



Email appears to be a primary recipient of increased budgets in 2016; closely following were social media (56.3% increasing spend) and display advertising (55.9%), with mobile marketing spend also expected to climb for a slight majority (51.9%) of respondents. Meanwhile, traditional channels fall lower on the spectrum again. Finally, more respondents expect to decrease than increase their print and TV/radio advertising budgets.



Our Services

- A. Permission Based Consumer Email Marketing – Reaching New Consumers & Building Your Database
- B. B2B Email Marketing – Targeting Key Business Decision-Makers
- C. Social Media – “Real Time Media Intelligence” (**Learn what customers are saying about you NOW!**)
- D. Lead Generation – New Customer Acquisition
- E. Mobile Email & TXT Messaging – Customer Retention & Client Communication driving ACTION!
- F. Mobile Marketing – Video Advertising
- G. Land Lines, Cell Phone Data List – Improve efficiency with Outbound Call Centers
- H. Append Your Data – Clean & Update Your Data Records for better Inbox Delivery
- I. Direct Mail – Postal Zip Code Targeting
- J. Customer Profiling – Identify new customers that match your best customers
- K. Mobile Fundraising – Perfect for Non-Profits, Universities, and Politicians

Unprecedented Changes in Buying

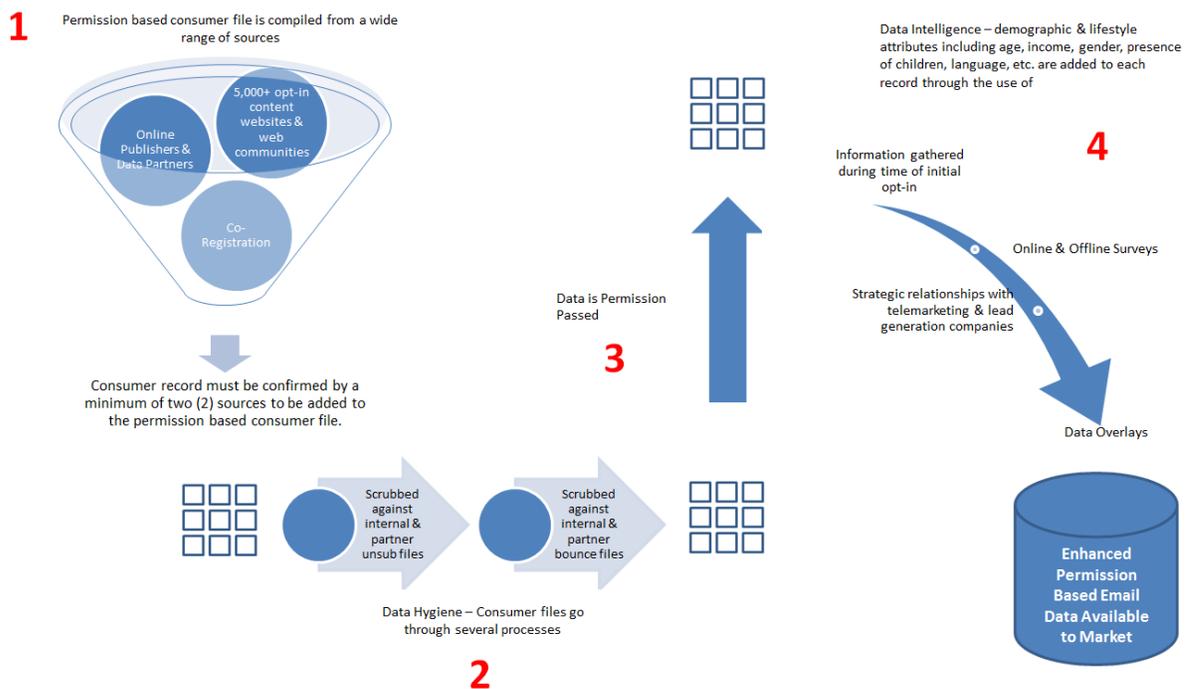


A. Permission-Based Consumer Email Marketing

Our permission-based consumer file has over 200+ million consumers compiled from a wide range of sources, including but not limited to over five thousand opt-in content and destination websites, online publishers, data partners and co-registration feeds. The opt-in file presents a unique value proposition given the rigorous hygiene and confirmation steps that we require. Each consumer record must be confirmed by a minimum of two (2) sources to be added to our consumer file.

All data is then permission based prior to the data intelligence. During this process, over two hundred & fifty (250+) demographic and lifestyle attributes are added to each record through a wide range of processes, including intelligence gathered at the time of initial opt-in, online and offline surveys, strategic relationships with telemarketing and lead gen companies, as well as data overlays with credit compilers. At this point, the enhanced, permission based email data is made available for marketing purposes for our clients.

Database is “KING” building your database should be top priority, a strong database will impact engagement, engagement drives results.



Email Marketing Works for a Variety of Reasons

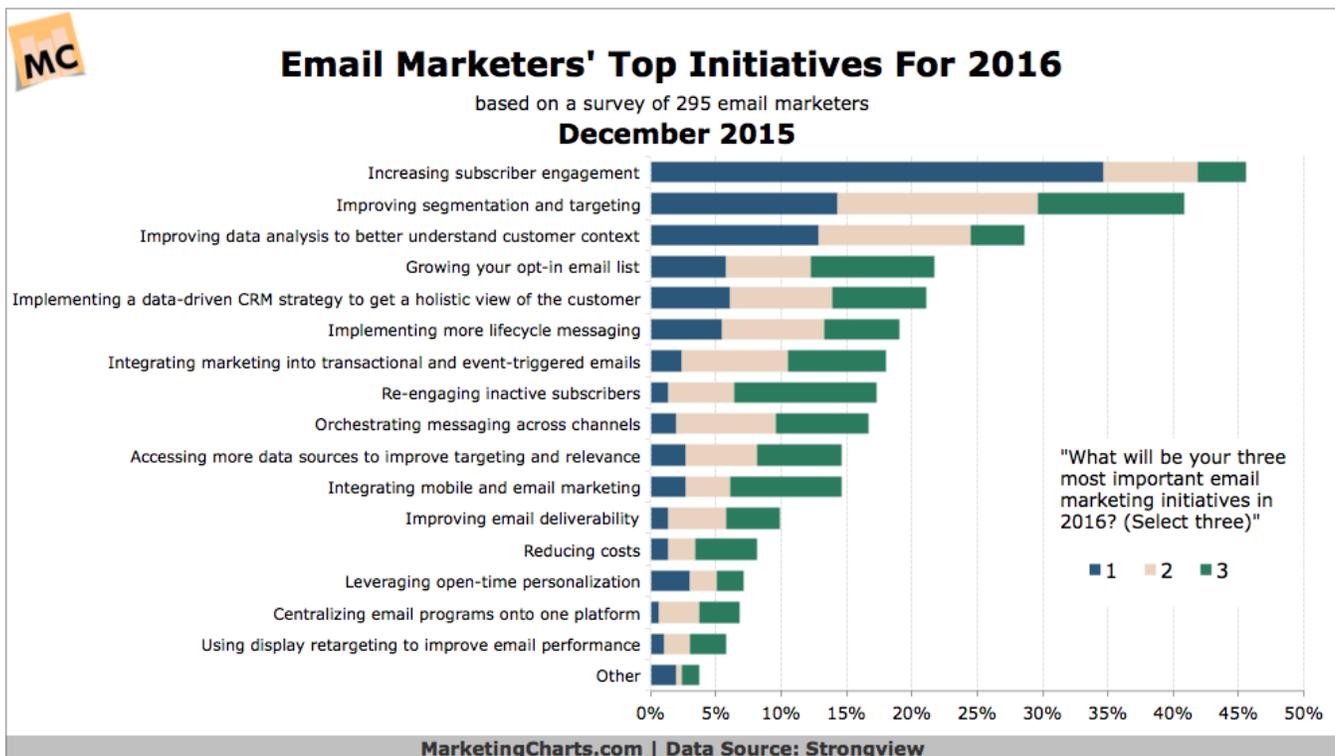
- ✓ Allows targeting
- ✓ Data-mining
- ✓ Reach new consumers
- ✓ Drives direct sales
- ✓ Builds relationships, loyalty & trust
- ✓ Increases store traffic
- ✓ Engages your customers
- ✓ Vital to success online
- ✓ Promotional offers/Coupon distribution/Sales incentives
- ✓ Expands your database
- ✓ Customer retention

Email Deployments Include

- ✓ Personalization
- ✓ A/B Split Creative
- ✓ Creative Changes
- ✓ Client Tracking
- ✓ Client Suppressions
- ✓ Match Backs

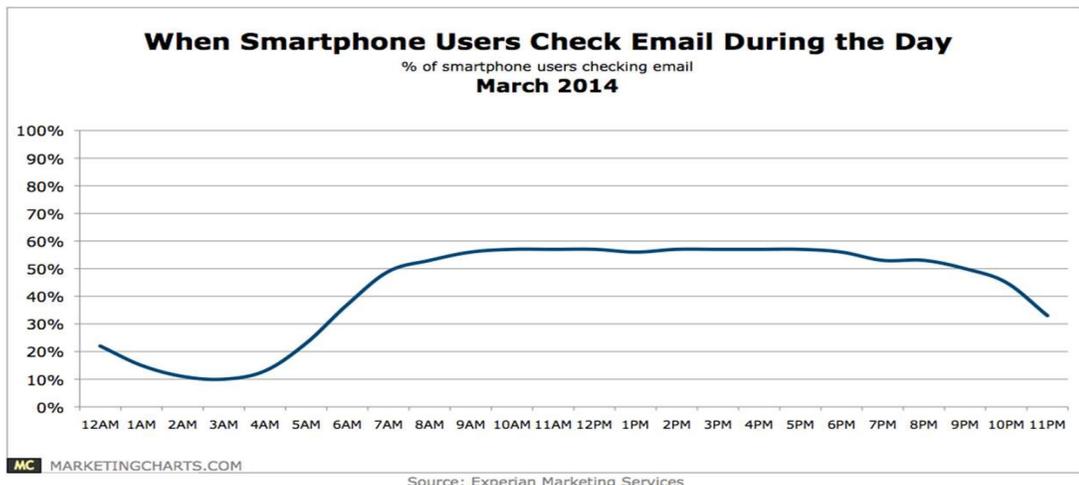
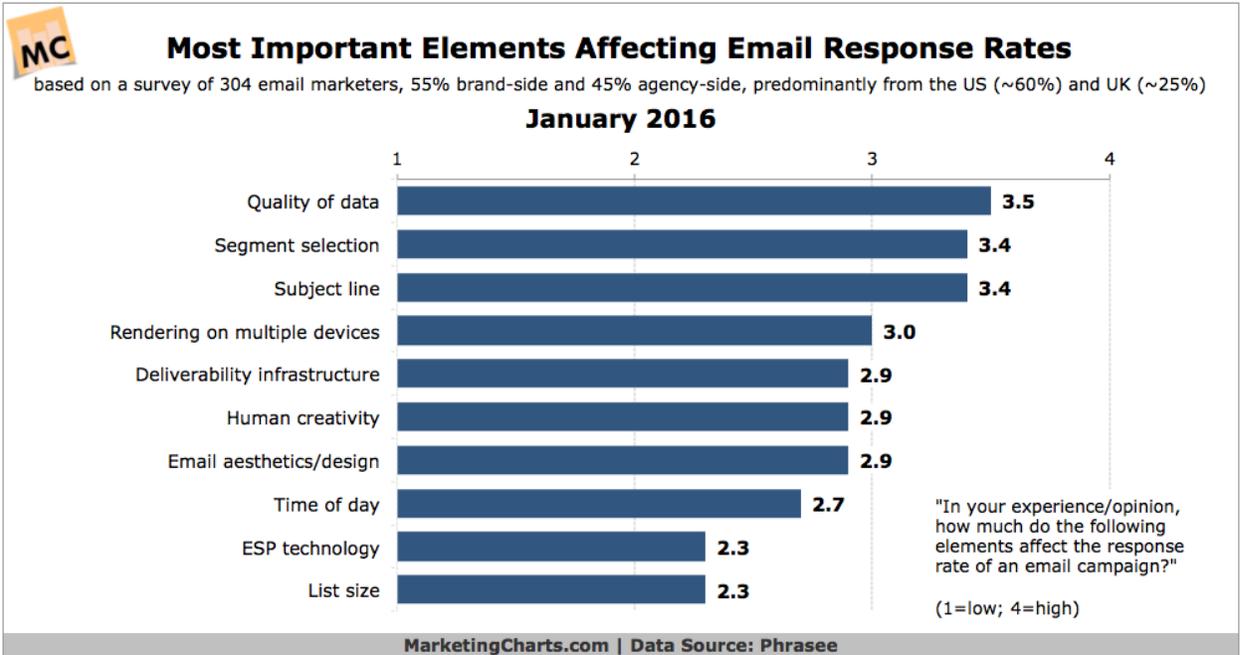
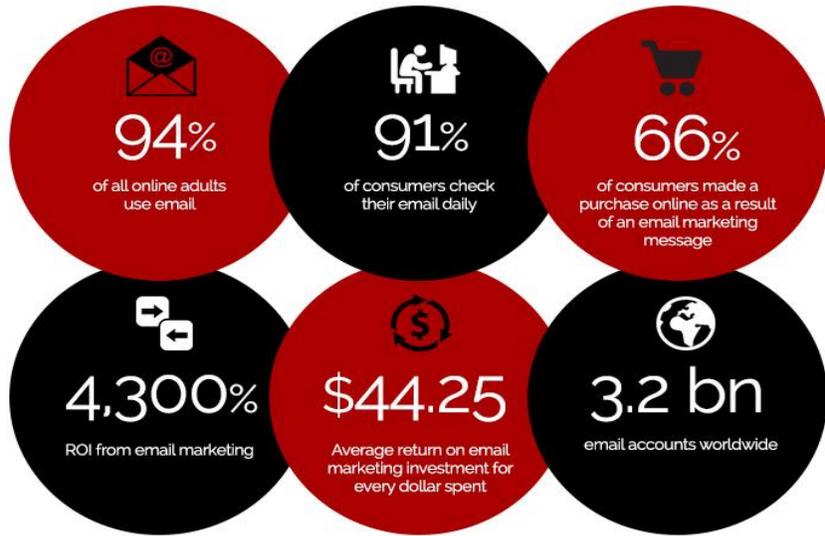
Email Target Market Campaigns

- ✓ National
- ✓ DMA
- ✓ Zip Code
- ✓ Regional
- ✓ County
- ✓ Retail Store Locations
- ✓ State-wide
- ✓ City
- ✓ Voter Districts



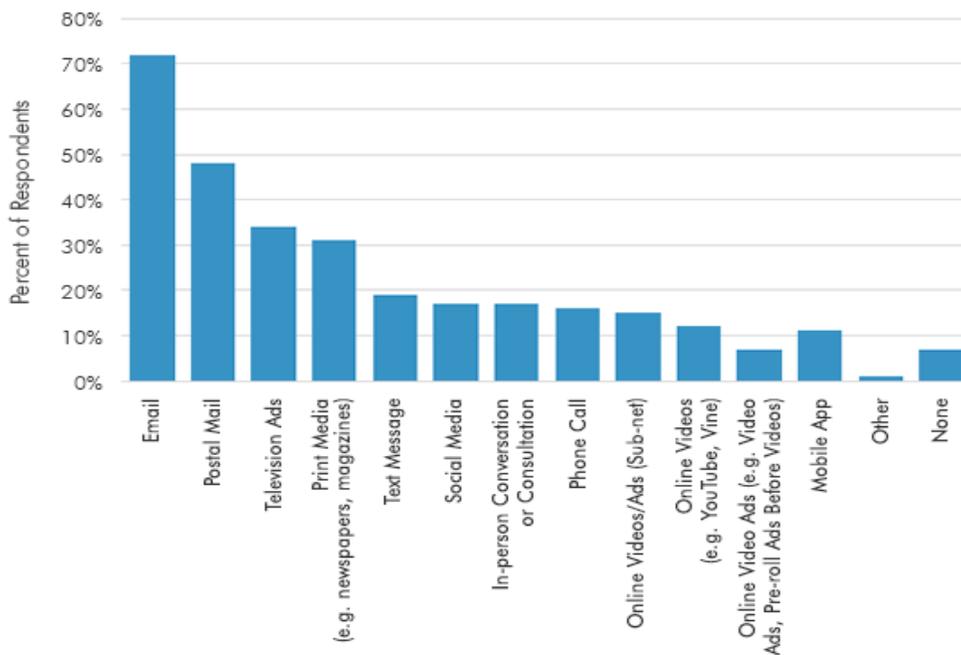
Email Marketing Stats

- ✓ There are (9) times as many marketing emails sent each year as direct mail pieces delivered by the U.S. Postal Service. (Pew Research)
- ✓ Email subject lines are key, 64% of people say they open an e-mail because of the subject line. (Forbes)
- ✓ Personalized subject lines are 22.2% more likely to be opened. (comScore)
- ✓ 76% of e-mail opens occur in the first two days after an e-mail is sent. (Pew Research)
- ✓ E-mail open rates are noticeably lower on weekends than on weekdays. (Hub Spot)
- ✓ Only 8% of companies and agencies have an e-mail marketing team. (Forbes)
- ✓ 72% of B2B buyers are most likely to share useful content via e-mail. (Pitney Bowes)
- ✓ Emails with social sharing buttons increase click-through rates by 158%. (Social Fresh)
- ✓ 77% of marketers say that email is top priority for attracting and engaging prospects, and the best path to increase marketing ROI. (Forbes)



B. Email Marketing – Business Executives

Our B2B e-mail databases are multi sourced and aggregated from proprietary, self-reported data, or sources of public records. Here's a 2015 survey from Marketing Sherpa in how survey respondents answered the question, "In which of the following ways, if any, would you prefer companies to communicate with you? Please select all that apply."



N=2,057

Source: MarketingSherpa

Reach Key Business Executives by Email

- ✓ C Level Executives
- ✓ VP Level Executives
- ✓ SVP Level Executives
- ✓ EVP Level Executives
- ✓ Director Level Executives
- ✓ Manager Level Executives
- ✓ Board Members
- ✓ Company Presidents
- ✓ Business Partners

B2B Records Include

- ✓ Business Name
- ✓ Contact Title
- ✓ Employee Size
- ✓ Postal Address
- ✓ Phone Number
- ✓ SIC Codes
- ✓ Contact Name
- ✓ Company Revenue



Email
Marketing



Target your Customers

C. Social Media: Real-Time Media Analytics Platform

We call this type of platform **REAL TIME MEDIA (RTM) INTELLIGENCE**. We present social conversations on the web actionable and insightful using elegant dashboards and unique visualizations. Take control of your social media by engaging with your Customers, Voters, Sports Fans, Athletes, Non-Profit Donors, TV viewers, and Radio listeners, by tracking the progress of marketing campaigns, or monitoring your competition. Leverage the conversation using RTM Intelligence!

Instantly See What People Are Saying About You. We allow you to respond to the most important conversations and influence behavior in real-time. We offer a browser-based application which has been designed so that these real-time media intelligence can be embedded into other web portals such as your own website. It also works great on all web-enabled devices. **All Your Social Networks in One Place!** Analyze the entire Twitter firehose, public Facebook posts, public Google+ posts, YouTube comments, Instagram, Digg, Delicious, Reddit, and over 20 million RSS feeds. Access to WordPress, Tumblr, Flickr, and others is also available.



Your current and prospective customers are talking, sharing, liking, and even criticizing you across various social media channels. Are you listening? Real-Time Media Intelligence empowers brands with:

- ✓ Instant customer response and engagement
- ✓ Insight into competitor strengths and weaknesses
- ✓ Influencer and detractor identification and engagement
- ✓ Research insights for future campaigns in real time.
- ✓ Beautiful dashboards and reports for Command Centers as well as your mobile device
- ✓ Immediate product development insight and feedback
- ✓ Real-time campaign insights from the world's largest, unfiltered focus group (social media)

Today's consumer uses sources on social media to make up their mind about what products they're going to buy, even before stepping into a store or putting an item in their online shopping cart.

- ✓ Identify buyers early in the purchase process
- ✓ Answer questions and build relationships online in a cost-effective way
- ✓ Capitalize on negative sentiment toward your competitors
- ✓ Educate the consumer on the benefits of your product and services without spending millions
- ✓ Leverage word of mouth and enable brand evangelists to market for you

Gorgeous Dashboards & Industry-Leading Visuals

We believe that social media tells a story, but sometimes that story needs to be seen rather than heard. We boasts several different RTM dashboards that show your story in a variety of ways. The Dashboard shows a top-level view of the data you are tracking including top influencers, trending hashtags, and viral calculations. Use the Stream to quickly see influence, sentiment and engage quickly. The Compare tab allows you to compare multiple topics side by side. In addition to multiple visualizations, we also supports RTM Channel Dashboards that give you a glimpse into the performance of your Facebook, Twitter, or Instagram accounts.

Publishing

Bullseye is a comprehensive solution for your Social Media needs. In addition to listening and analyzing the conversation, we allow you to develop content, then schedule and publish to your various social platforms. Use Bullseye to publish, and then track the impact.

Rockstar Reporting

Generate detailed, RTM Intelligence compelling reports effortlessly. We make it simple to run unlimited reports based on your own keywords, social media channels, and for your own timeframe. All of our reporting is completely interactive. Create a customizable, interactive report, download it as a PDF or even send it by email. Get detailed analytics on sentiment, volume, influencers, trending topics and more with a single button.



Customer Support

Customers no longer want to wait on hold, or get transferred ten times before speaking to someone that can really help them. They want instant response, and human empathy, and the brands that provide that kind of support, win. RTM Intelligence empower customer support teams with Real-time consumer engagement and instant response

Human Resources

Social media is enabling brands to reveal their human side and develop relationships with customers, analysts, employees, and communities in amazing ways. RTM Intelligence is an effective tool for Human Resources by:

- ✓ Identifying and recruiting potential new talent
- ✓ Empowering employees to represent your brand and share your content within their networks
- ✓ Monitoring employees' public conversations and identify areas of concern
- ✓ Understand what your employees' interests are outside of work and promote their talents
- ✓ Interact and engage with the communities your brand is located within or has an impact on

D. Lead Generation

It's been our experience in working with brands they have many resources to obtain customers, from Traditional Media, New Media, Mobile Video, Search, Keywords, Online, Phone List, Apps, and Social Media. However the majority of advertisers are still paying today for impressions, clicks, likes, list, not results! Today, advertisers demand results; focused on all screens where consumers spend 90% of their time and programs geared around ROI. Lead Generation allows you to **"Pay for Only Guarantee Results."** Bullseye generates high quality exclusive opt-in leads on a cost per lead (CPL) basis. Discovering new customers is easier than ever! Don't Make Decisions Based on the Past.

Lead Generation Process, pricing model is simple. We work on a Cost per Lead basis. ***All clients receive a 48-hour out clause if at any point they aren't satisfied with the quality of our leads, or the scope of the project.*** Our lead process is a highly effective method that allows for companies to only pay on a cost per lead basis.

OUR TECHNOLOGY

Powering the opt-in network in our proprietary ad serving technology which handles all aspects of the opt-in process including:

- AD TARGETING:**
 - 100% opt-in leads
 - Demographic and geographic targeting
 - Hosted publisher network
- DATA VALIDATION:**
 - Once your opt-in data has been collected we can validate
 - Email address
 - Physical address
 - Phone number
- DATA TRANSFER:**
 - We can pass your data any way your prefer.
 - Batch transfer
 - Real-time transefer
 - FTP transfer
 - Gauranteed formatting
- EMAIL CONFIRMATION:**
 - Once user has opted in we can automatically send an autoresponder email
 - Validates email address
 - Allows for action to be taken
 - Provide additional information
 - Allows for opt-in

The infographic includes icons for a globe, a file folder, a circular arrow, and an envelope.

Strategy for Lead Generation

It is our plan to generate Leads for our clients via proprietary ad-server. The ad-server allows us to serve real-time online advertisements to consumers on any device (mobile, tablet, and desktop). Additionally, the ad-server is capable of capping leads on a daily/weekly/monthly basis.

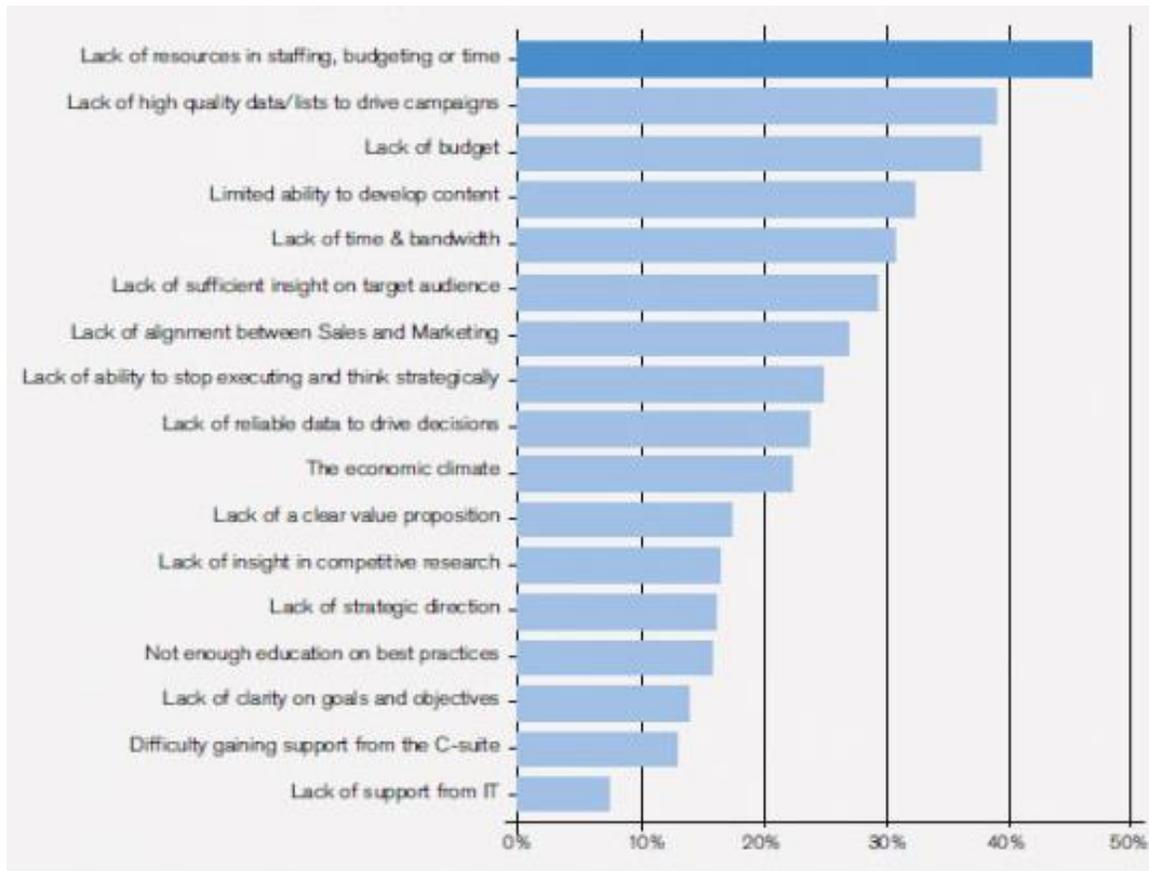
We believe there are three crucial elements to a lead generation campaign: Generating the lead, putting the lead through a meticulous hygiene process, and delivering the lead to the client. It is our belief that once a Consumer 'opts-in', then our client owns that lead; forever. We do not claim any ownership to the lead, and will then send the data over in real-time to our client. Typically our clients prefer the leads sent over in a HTTP post, to their CRM, or database. However, we will support any method our client determines best meets their needs.

Auto Responders – Email Marketing

Once the lead is generated, it's time to start a one on one conversation with the consumer. In order to do this, we send real-time/instantaneous email 'auto-responders' to the prospect within seconds of their opt-in. That is why we have created an API call with the ESP Platform. Through the ET platform, we have real-time statistics on: Open Rates and Click-Thru rates. This allows us to optimize the campaign by the leads Source ID. The Source ID allows us to track back to which site the lead came from, and increase leads from any particular site, and scale down/remove your advertisement from underperforming sites.

Your time is valuable; you know that new member leads are crucial to your organization. You also know that bad leads will just waste your valuable time and money. We can improve your lead generation results. **Pay For ONLY Guarantee Results! Obtain the rights to acquire new members Email, Phone, and Address.** Build your database, **Database is King!**

What Are the Greatest Barriers to Lead Generation Success – Data Source: comScore



Lead Process

- ✓ Target Leads National, Regional, State, DMA, County, City, or Zip Codes
- ✓ Larger the pool to recruit potential customers, less the cost

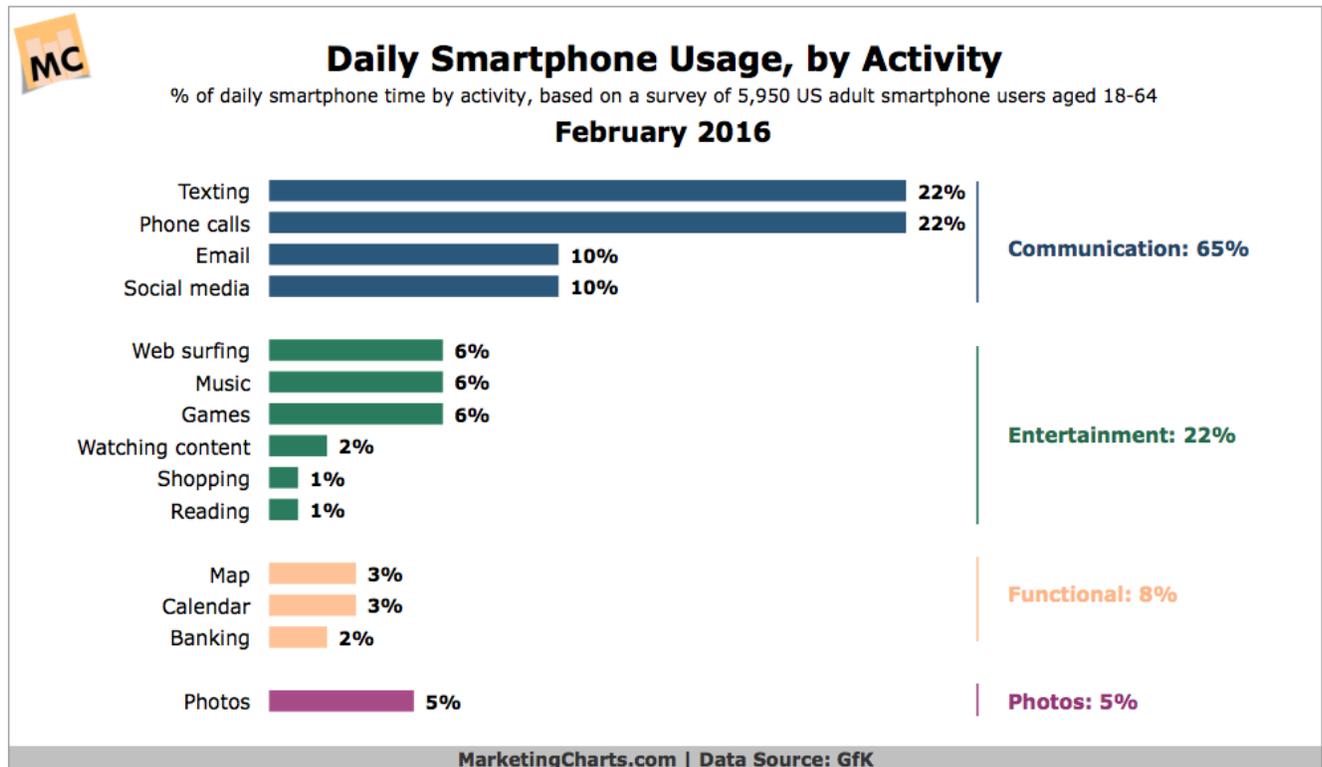
Lead Generation – Standard Filters

- ✓ Gender
- ✓ Age
- ✓ Geography
- ✓ Email Address
- ✓ Postal Address
- ✓ Phone Number
- ✓ DOB

E. Mobile – TXT Messaging

Almost everyone has a mobile phone; there are three times as many mobile users than television owners or internet users. Life is mobile, people are on the go, and nearly everyone has a mobile device of some kind to help them get through the day. As a result, the mobile device has become the cornerstone of our mobilized society and indispensable to the practice of marketing. The world has changed and so must the practice of marketing. The cell phone has gone from the third screen to the first screen in reaching consumers.

Mobile is a valuable standalone medium, but its best employed as an integrated solution. SMS is great for increasing response rates, and SMS will build a more loyal customer base. We can help you reach new prospects and target the right consumers that match your marketing initiatives through our Mobile database.



Mobile Marketing Stats

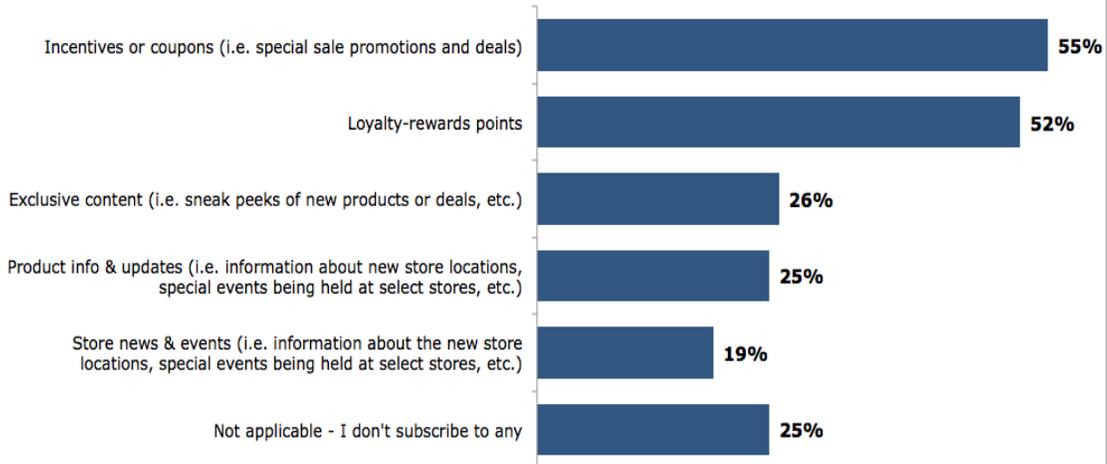
- ✓ 181 million Americans text daily. (Nielsen)
- ✓ E-mail is the most popular activity on smartphones among users ages 18-44. (comScore)
- ✓ 95% of all text messages are open and read within the first (15) minutes. (Nielsen)
- ✓ 64% of decision-makers read their e-mail via mobile devices. (Mark the Marketer)
- ✓ Almost half—48%—of all emails are opened on mobile devices. Yet 39% of marketers say they have no strategy for mobile email, and only 11% of e-mails are optimized for mobile. (comScore)
- ✓ 75% of smartphone owners watch videos on their phones. (News Cred)
- ✓ Over half of all mobile searches lead to a purchase. (Rocket Post)
- ✓ 78% of Facebook users are mobile-only. (Halo)
- ✓ 71% of users access social media from a mobile device. (Jeff Bullas)
- ✓ 50% of millennials use their smartphones to research products or services while shopping. (Digital Marketing)
- ✓ Texting has become the preferred channel of basic communication for teens. (Pew Research)



Why Smartphone Owners Subscribe* to Brands/Companies

based on a survey of 1,027 US adult (18+) smartphone owners (iPhone or Android smartphone)
*respondents were asked to identify the reasons they engage with a brand via email/text/social media

January 2016



MarketingCharts.com | Data Source: Vibes

The mobile consumer expects:

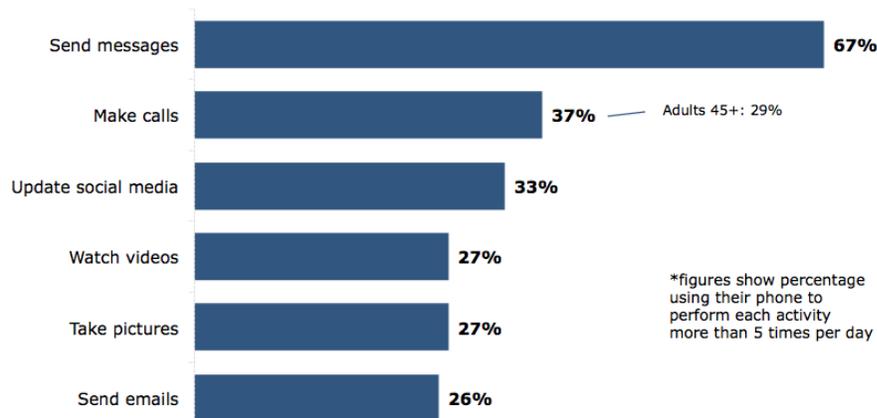
- Convenience
- Multi-channel
- Real time
- Dialogue
- Engagement
- Control



Millennials' Most Frequent Mobile Phone Activities*

based on a subset of Millennials (18-34) from a survey of 2,046 US adults

November 2015



MarketingCharts.com | Data Source: Invoca

F. Mobile Video Advertising

We provide our clients access to our 18,000+ Publishers and trusted News Networks that use the Mobile platform technology across the top 210 DMA's.



Target Specific Publisher Categories – See Sample Publisher Below

- ◆ News & Information
- ◆ Weather
- ◆ Hispanic
- ◆ Women
- ◆ Finance

- ◆ Sports
- ◆ Automotive
- ◆ Entertainment
- ◆ Health
- ◆ Lifestyle

- ◆ Social
- ◆ Travel
- ◆ Men
- ◆ Political
- ◆ Real Estate



Mobile Services Can Offer;

- ◆ Polling / Voting
- ◆ Mobile Survey
- ◆ Send2Friend
- ◆ Click-to-Call
- ◆ Mobile Contest

- ◆ Mobile Coupons
- ◆ Store Locator
- ◆ SMS Alerts
- ◆ Mobile Video
- ◆ Retail Promotions

- ◆ Mobile Displays
- ◆ Sweepstakes
- ◆ Loyalty Programs
- ◆ Mobile Fundraising
- ◆ Text-2-Win

Mobile Advertising Facts

- ✓ **Today, 86% of all consumers skip TV ads** – (The Guardian Source)
- ✓ 3.2 of the world's 5 billion mobile phones are smartphones. (Microsoft)
- ✓ 62% of marketers use video in their content marketing. (News Cred)
- ✓ The use of video content for marketing increased 73% this year. (Forbes)
- ✓ 24% of US tablet owners use their tablets to shop 2-3 times per month! (eMarketer)
- ✓ 29% of mobile users are open to scanning a mobile tag to get coupons. (Microsoft)
- ✓ Nearly 1 in 8 compare prices on their smartphone while in a store. (comScore)
- ✓ Posts with videos attract three times as many inbound links as plain text posts. (News Cred)
- ✓ Two-thirds of firms plan to increase spending on video marketing in the coming year. (Hub Spot)



G. Outbound Call Data - Land Lines & Cell Phone List

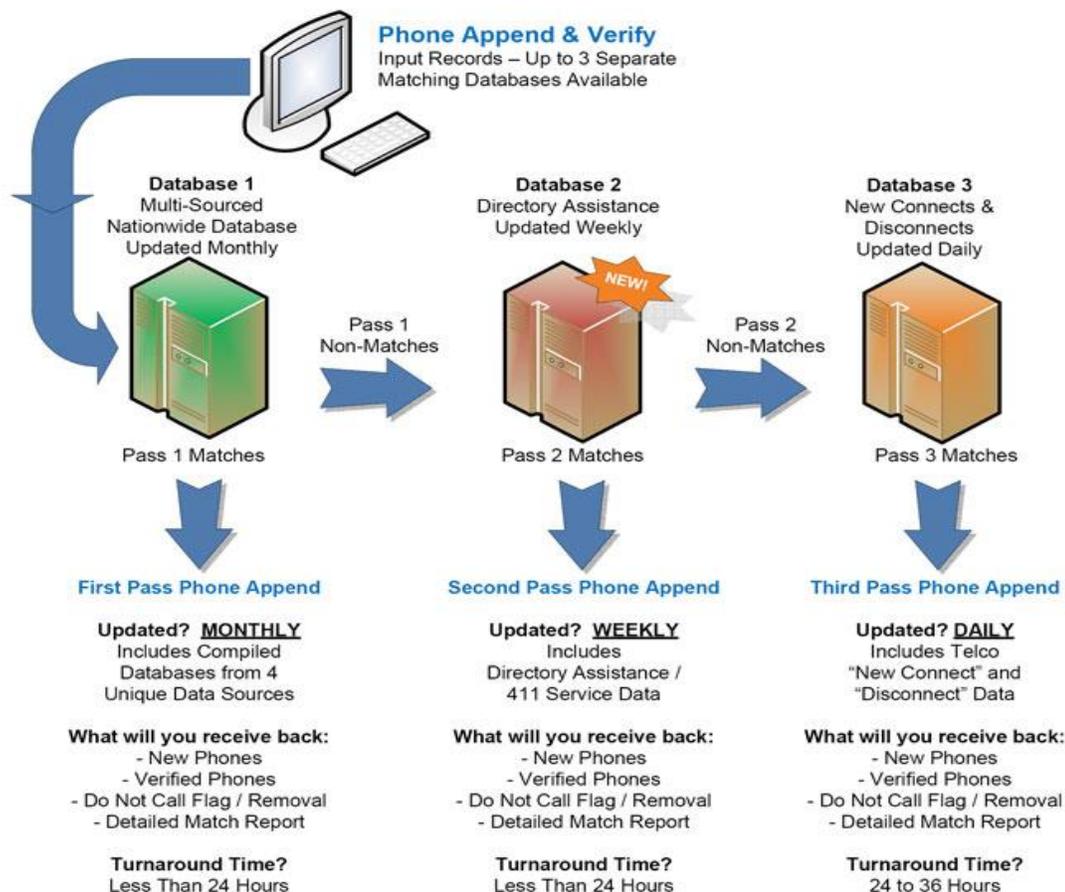
As cell phone usage increases to replace many landline telephones, it's more important than ever to include cellular numbers in your phone append and verification services. The Phone Append processing service can now include access to the largest database of cellular telephone numbers.

Records are processed against four of the largest compiled databases in the country, and can now include Cellular Telephone Numbers. After the records are run through the initial append process, the non-matched records move on to step 2 of the phone append & verify process.

In step 2 called the second pass, our services run the non-matched records through the Directory Assistance phone append database. This database, updated weekly, consists of every household and business in the US. From this file, we carry up to 7 numbers per record, helping to increase matches on the verification process.

The third step runs all non-matched records through the Daily New Connects and Disconnects. Match rates are typically lower from the third pass; however these records are the freshest and most up to date.

Increase your phone number accuracy for more effective telemarketing. **With over 200 million consumers on the "Do Not Call List"** it's vital to be accurate. No other company can touch the volume and quality of this phone appends process. WE guarantee 90% accuracy on our landline phone records, anything below 90%, we replace those numbers at no charge. Cell numbers switch more frequent as consumers switch to different carriers, however, we guarantee 75% of all cell phone numbers.

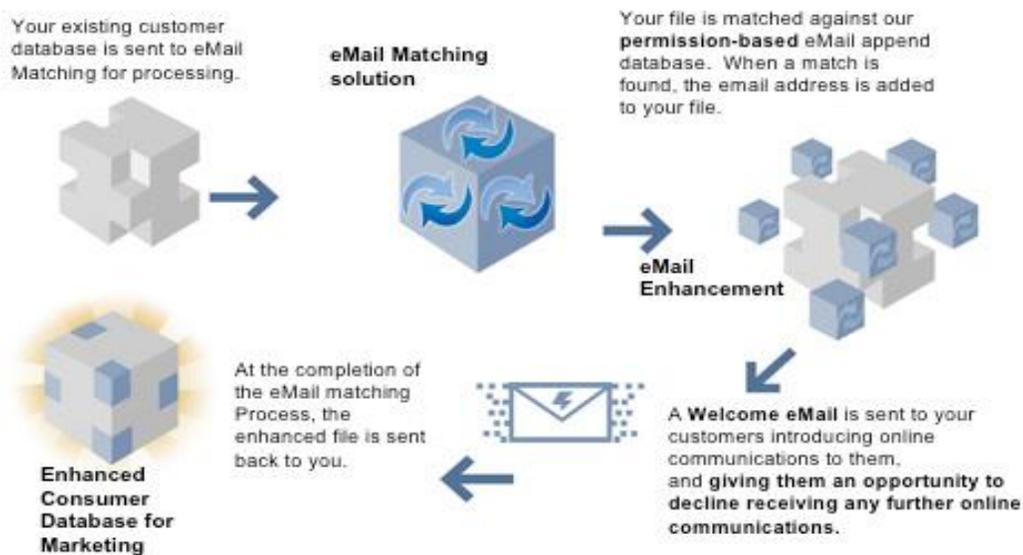


H. Email “Append” Services – Clean your Database

With the increasing cost of direct mail, finding a cost effective way to communicate with your alumni, donors, fans, voters, customers, or known prospects is imperative to your continued prosperity. In today’s busy world, one message delivered through one channel isn’t likely to produce the response you need. Add email or SMS to your multi-channel marketing strategy and increase your chances of being seen and heard. Our database appending services will help you overcome your online challenges, and help you succeed in today’s competitive market place. Increase the value of your database, response rates, traffic to your website, and build your database.

You’ve built a great list of your customers mailing information, now it’s time to find their email addresses or cell numbers and market to them. Let us show you how.

Matching Process



I. Direct Mail - Target Marketing

Our hygiene process includes several lengthy suppression steps, where data is scrubbed against internal and partners unsub files, internal and partner bounce files, the DMA Do Not Mail List, as well as the Deceased & Prison Files. The postal information is run thru NCOA, DPV and CASS Certification processes. From targeted mailing lists to design and delivery, we have everything you need to get your message into the hands of the right audience.

Direct mail can win you “NEW” business. Sending a postcard will easily help you:

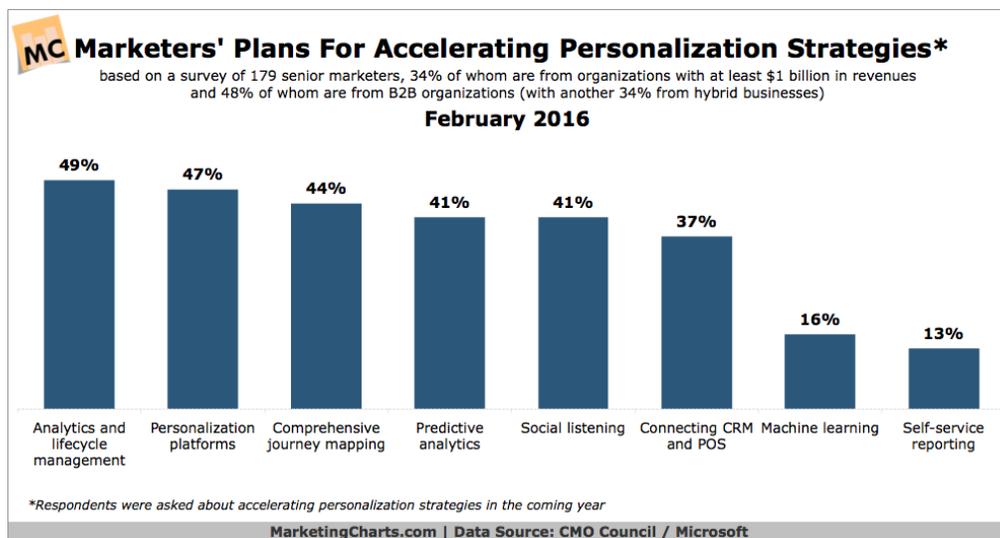
- ✓ Find new customers
- ✓ Select the perfect audience for your mailing from our extensive consumer or business databases.
- ✓ Get professional results
- ✓ Save time & money
- ✓ We make it affordable to send professional mailings without the designer price tag.

We believe the right audience is a key component to a successful direct mail campaign so we make it easy to select the perfect list and make sure it’s up-to-date. **Unlimited mailing List for SIX MONTHS!**

J. Customer Profiling – Data Mining

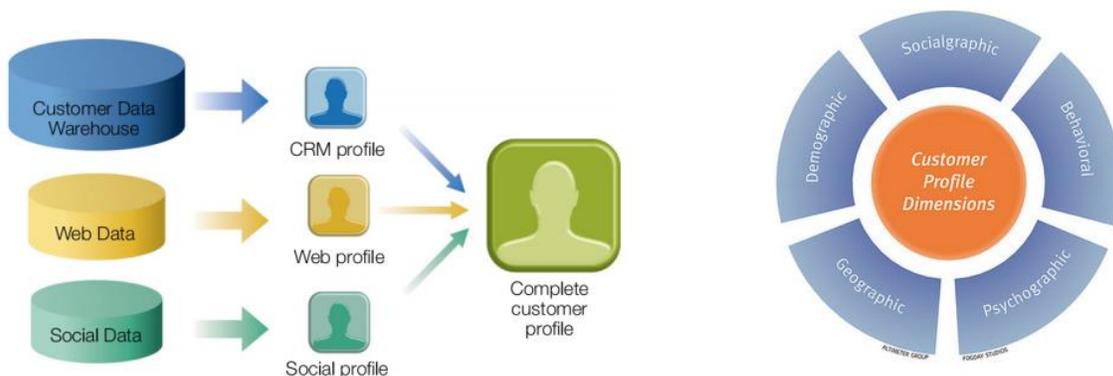
How much do you know about your current customers? It's an important question to ask — and answer. Customer Profiling helps you find new customers for your business. Look within your customer database to identify the most descriptive traits and segments of your ideal customer which are then used to find prospects that look like them. Marketers are turning to analytics and lifecycle management tools and personalization platforms to accelerate their personalization strategies. Comprehensive journey mapping, predictive analytics, and social listening are also popular strategies. We can add valuable information to your existing customer file using any combination of our 250+ data fields including geographic, demographic, lifestyle, interest, income spending, net worth, and behavioral information. This will allow you to better define your audience and provide you with a targeted approach to increase cross-selling/up-selling opportunities, drive customer retention, and build better relationships with your customers.

Here is a study from a survey of 179 senior marketers, roughly one-third of who are from organizations with at least \$1 billion in revenues.



Customer Profiling allows you get the opportunity to look within your customer database and see how they live at home, work, and knowing more about their life style choices. Having a much deeper perspective provides you a bigger picture in how to market to your customers.

You can target audiences/segments that are unique in composition of age, income, home ownership, marital status, ethnicity, wealth, behavior, discretionary spending, etc. Reduce marketing waste and maximize your media advertising to target best customers. Identify traits of buyers who use specific services/products. Breakdown your customers with Myers Briggs personality profiles to develop pinpoint marketing campaigns. Target & Reach Your Best Customers – Generate Revenue.



K. Mobile Fundraising & Pledging

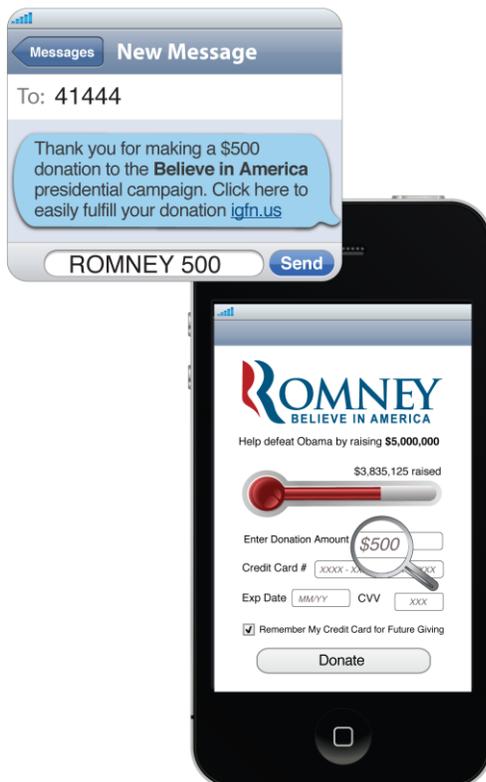
Mobile has generated a new way in fundraising, allowing you to engage with, build database donor list, manage your database better, raise funds in various amounts, and track results in real time. Over the past few years, Mobile Fundraising has played a major role in helping create an environment where (1) cost savings enable mobile fundraising to flourish, (2) the process of mobile giving is trusted, (3) remittance to nonprofits is timely and reliable, and (4) unnecessary intermediaries which create complications are eliminated.

Event Fundraising

Event fundraising has proven to be especially effective at increasing overall donation revenues at galas, dinners, concerts, sports auctions, award banquets, and various fundraising events. Here's how it works:

- ✓ Text donations of any amount are pledged throughout an event.
- ✓ Speakers make strategic calls-to-action which create new flows of event donations.
- ✓ Donation totals are displayed on screen in real-time to create excitement and unite audiences to reach a goal. Donor names can also be included next to donation amounts.
- ✓ Donors receive a text message reply with a link for easy credit/debit card fulfillment.
- ✓ Remaining event pledges are call center fulfilled within 24 hours.

Real time donation results are displayed on screen to create excitement. Donations accumulate and the thermometer rises towards the event goal. Mobile pledging unites passionate audiences to make more donations and reach fundraising goals. An effective call to action with real time fundraising totals displayed on screen excites donors and increases donation amounts and frequency. Mobile donations of any amount are easily fulfilled over mobile web page (for smartphone users) or by call center on behalf of your organization.



Mobile Pledging

Mobile Pledging is our fundraising tool that allows nonprofits to receive text donations of any amount that are mobile web page or call center fulfilled and credit card collected. Unlike Text to Give, Mobile Pledging is available for nonprofits of any size.

Benefits of Mobile Pledging

- ✓ Quick payouts—Receive funds in 15-30 days
- ✓ Collect donor data—For future engagement
- ✓ Maximize donations—All amounts accepted
- ✓ Build a mobile wallet for ongoing donations
- ✓ Promote across Email, TXT, Social Media, Company Website, In-Stadium, On-air, etc.
- ✓ Enable clients to set up mobile fundraising campaigns in seconds
- ✓ Does not require carrier approval
- ✓ Reporting is more Accurate
- ✓ Greater Accountability



Whether your mobile fundraising campaigns are driven by word of mouth, social media, or large scale marketing efforts, Bullseye Interactive Group Fundraising provides cutting edge mobile tools and services to engage new donors, reconnect with existing ones, and increase your fundraising potential...



Why Client's Work With Us

- ✓ Proven Results in many Vertical Markets
 - ✓ Experience Marketing Executives in political, sports, retail, media, automotive, and healthcare
 - ✓ Social Media using Real-Time Results
 - ✓ Guaranteed Leads
 - ✓ Reaching New Consumers
 - ✓ Launching "NEW" Brands
 - ✓ Opening New Stadiums & Stores
 - ✓ Combining Traditional Media & New Digital Media
 - ✓ Building Email, SMS, & B2B Databases
 - ✓ Delivering a Target Audience
 - ✓ Mobile Advertising on Trusted News Stations & Publisher Networks
 - ✓ Behavior Data - Tracking Potential Online Buyers using Social Media
 - ✓ Customer Profiling – Knowing Your Best Customers & Prospects
 - ✓ Fundraising Programs that offer Unlimited Donations
 - ✓ Direct Mail – Unlimited Mailings
 - ✓ Packaging – "One Stop Digital Shop" for Interactive Marketing Services
- 🎯 **Specialty Data** – Hispanic, Sports Fans, Business Executives, Automotive Buyers, Political/Voters, College Alumni, Donors, Insurance Shoppers, Online Shoppers, Home Buyers/Mortgage Shoppers, Healthcare Specialist, etc.
- 🎯 **Our services enhance your Multi-channel Marketing Strategy**

About Us

Bullseye Interactive Group & Mobile Sports Group is the exclusive digital solutions provider to clients. BIG is a mobile marketing, technology, consulting and database management company that provides complete integrated personalized marketing platforms. BIG focuses on helping clients develop, manage, deliver, and measure relevant digital and direct marketing communications that improve campaign performance and provide a return on your marketing investment.

Marketing's ultimate measure of success is to connect with people on a personal level. We at BIG & MSG, can be a strategic partner that offers the knowledge and expertise to help marketers recognize, implement and measure the value of personalization solutions.

We believe personalized platforms in digital marketing help companies grow by creating personalized experiences that deliver higher returns for brands and greater satisfaction for people. We offer a fully integrated personalization platform with personalized media programs understanding of what motivates people to engage, connect and buy.



**Be a
game changer.**

*Because the world
has enough
followers.*

- Absolutely Abbey
