

**ICB**  
**ICANBUY**  
Advertising Opportunities



# ICanbuy puts your Brand in front of high-intent consumers

Your LIVE rates and products are displayed on **over 50 websites**

Consumers connect with you by:

- Clicking over to your website/landing page (**Cost-per-Click**)
  - Sponsored or Standard placement
- Calling a toll-free number directed to your phone number (**Pay-per-Call**)

The screenshot shows the realtor.com Mortgage Rates page. At the top, there are navigation links for Buy, Sell, Rent, Mortgage, Find Realtors®, My Home, and News & Insights. There are also buttons for Manage rentals and Advertise, and a user profile icon. The main heading is "Mortgage Rates" with a sub-heading "Get personalized rate quotes based on your home loan criteria." Below this is a search filter table with columns for Purpose, Location, Home Price, Down Payment, and Credit Score. The search results are sorted by Relevance. There are four mortgage listings, each with a "Next" button. A blue line connects the "Next" button of the first listing to the "Pay-per-Call" bullet point in the text on the left.

Purpose	Location	Home Price	Down Payment	Credit Score	
Purchase	90004, Los Angeles, CA	\$400,000	\$80,000 = 20.00%	Excellent 740+	<a href="#">Edit Search</a>

  

SPONSORED	30 Year Fixed	Monthly Payment	
NMLS #3232 <a href="#">More details</a>	3.511% APR 3.500% at -0.456 point	<b>\$1,437</b> /mo \$436 fees	(866) 818-8261 Toll Free <a href="#">Next</a>
NMLS #685842 <a href="#">More details</a>	4.125% APR 4.125% at -0.433 point	<b>\$1,551</b> /mo \$-1,386 fees	<a href="#">Next</a>
NMLS #3030 <a href="#">More details</a>	3.886% APR 3.875% at -0.250 point	<b>\$1,505</b> /mo \$450 fees	(866) 659-6074 Toll Free <a href="#">Next</a>
NMLS #3232 <a href="#">More details</a>	3.511% APR 3.500% at -0.456 point	<b>\$1,437</b> /mo \$436 fees	(866) 818-8261 Toll Free <a href="#">Next</a>

# Our Publisher Community

## Realty

realtor.com®

MOVOTO

Microsoft Bing

RealtyStore.com

NewHomeSource®

condo.com

eppraisal.com

Estate.ly

RealtyTrac®

## Personal Finance

Mortgage Calculator

msn | money

smartasset™

Forbes

The Motley Fool.

MoneyTalksNEWS

FREEandCLEAR®  
FIND YOUR MORTGAGE

moneywise

ERATE.

fiona

# Icanbuy Advantages

- ✓ **Consumers** select your brand
- ✓ **Multiple Contact** options (click or call)
- ✓ **Target consumers** by state
- ✓ **Focus** on Refi, Purchase or both
- ✓ **Live Rates** via Optimal Blue
- ✓ **Track results** 24/7 through detailed traffic reporting
- ✓ **Build brand awareness** through association with top financial websites
- ✓ **Manage advertising budget with** daily or monthly caps
- ✓ **Add funds** or pause account on the fly
- ✓ **Focus** on specific loan types
- ✓ **Easy** setup

# Simple Setup

- ✓ **Provide Company Info:**  
Logo and Landing page URL
- ✓ **Rate Ingestion:**  
Notify Optimal Blue
- ✓ **Insertion Order:**  
Review and sign the IO
- ✓ **ICB Account Setup:**
  - Set up rebates & fees by product, with custom loan amounts, etc.
  - Set up your loan criteria filters ex. Credit Score, States, LTVs
  - Establish CAPs, days/times to be live
  - ICB tests, you go live....:

**Settings** **Affiliate Click Mapping**

Campaign: *	Campaign Name: * <input type="text" value="Purchase"/>								
Campaign Type: *	<input checked="" type="radio"/> Rate Campaign <input type="radio"/> Text Only Campaign								
State Licensed in:	<div style="display: flex; flex-wrap: wrap; gap: 5px;"> <div style="width: 100px;"><input checked="" type="checkbox"/> Alabama</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Alaska</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Arizona</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Arkansas</div> <div style="width: 100px;"><input checked="" type="checkbox"/> California</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Colorado</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Connecticut</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Delaware</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Florida</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Georgia</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Hawaii</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Idaho</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Illinois</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Indiana</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Iowa</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Kansas</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Kentucky</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Louisiana</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Maine</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Maryland</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Massachusetts</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Michigan</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Minnesota</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Mississippi</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Missouri</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Montana</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Nebraska</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Nevada</div> <div style="width: 100px;"><input checked="" type="checkbox"/> New Hampshire</div> <div style="width: 100px;"><input checked="" type="checkbox"/> New Jersey</div> <div style="width: 100px;"><input checked="" type="checkbox"/> New Mexico</div> <div style="width: 100px;"><input checked="" type="checkbox"/> New York</div> <div style="width: 100px;"><input checked="" type="checkbox"/> North Carolina</div> <div style="width: 100px;"><input checked="" type="checkbox"/> North Dakota</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Ohio</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Oklahoma</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Oregon</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Pennsylvania</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Rhode Island</div> <div style="width: 100px;"><input checked="" type="checkbox"/> South Carolina</div> <div style="width: 100px;"><input checked="" type="checkbox"/> South Dakota</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Tennessee</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Texas</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Utah</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Vermont</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Virginia</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Washington</div> <div style="width: 100px;"><input checked="" type="checkbox"/> West Virginia</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Wisconsin</div> <div style="width: 100px;"><input checked="" type="checkbox"/> Wyoming</div> <div style="width: 100px;"><input checked="" type="checkbox"/> District of Columbia</div> </div>								
	<div style="display: flex; justify-content: space-between;"> <span><input type="button" value="Select all"/></span> <span><input type="button" value="Clear all"/></span> </div>								
	<div style="display: flex; justify-content: space-between;"> <span>Not Interested</span> <span>Not Interested</span> <span>Not Interested</span> <span>Not Interested</span> <span>Not Interested</span> <span>Not Interested</span> <span>Not Interested</span> <span>Not Interested</span> </div>								
Refi (No cash out) acceptable LTV <input checked="" type="radio"/> Yes <input type="radio"/> No	Excellent (740-850) 90%	Very Good (720-739) 85%	Good (700-719) 80%	Above Average (680-699) 80%	Average (660-679) Not usable	Fair (640-659) Not usable	Need Improvement (620-639) Not usable	Poor (350-619) Not usable	
Refi (Cash out) acceptable LTV <input checked="" type="radio"/> Yes <input type="radio"/> No	Excellent (740-850) 90%	Very Good (720-739) 85%	Good (700-719) 80%	Above Average (680-699) 80%	Average (660-679) Not usable	Fair (640-659) Not usable	Need Improvement (620-639) Not usable	Poor (350-619) Not usable	
Purchase acceptable LTV <input checked="" type="radio"/> Yes <input type="radio"/> No	Excellent (740-850) 90%	Very Good (720-739) 85%	Good (700-719) 80%	Above Average (680-699) 80%	Average (660-679) Not usable	Fair (640-659) Not usable	Need Improvement (620-639) Not usable	Poor (350-619) Not usable	
Acceptable Loan Amounts		Excellent	Very Good	Good	Above Average	Average	Fair	Need Improvement	Poor
\$25,000 to \$70,000		<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes
\$70,001 to \$110,000		<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes
\$110,001 to \$484,350		<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes
\$484,351 to \$726,525		<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes
\$726,526 to \$1,000,000		<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes
\$1,000,000 +		<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes

3 Min	<input type="text" value="\$ 3000001"/>	Max	<input type="text" value="\$ 5000000"/>	Rebate	<input type="text" value="20.000"/>	<input type="button" value="Edit Fees"/>	<input type="button" value="Delete Row"/>
	<input type="button" value="Add More"/>					<input type="button" value="Save"/>	

# YOU PICK: Flexible Cost Model

<b>Pricing effective 12/8/2022</b>		<b>Refinance CPC</b>	<b>Purchase CPC</b>
<b>Standard CPC:</b>	<b>All States</b>	<b>\$10.00</b>	<b>\$9.00</b>
<b>Sponsored CPC:</b>	<b>All States</b>	<b>\$14.00</b>	<b>\$11.00</b>
<b>Cost Per Call:</b>	<b>All States</b>	<b>\$40.00</b>	<b>\$40.00</b>

\*ICB may change the pricing at any time with thirty (30) days advanced notice to Advertiser.





**ICanBuy** technology provides a platform for consumers to connect with advertisers as they search for financial products.

**Let's partner together.**

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