ICANBUY Advertising Opportunities

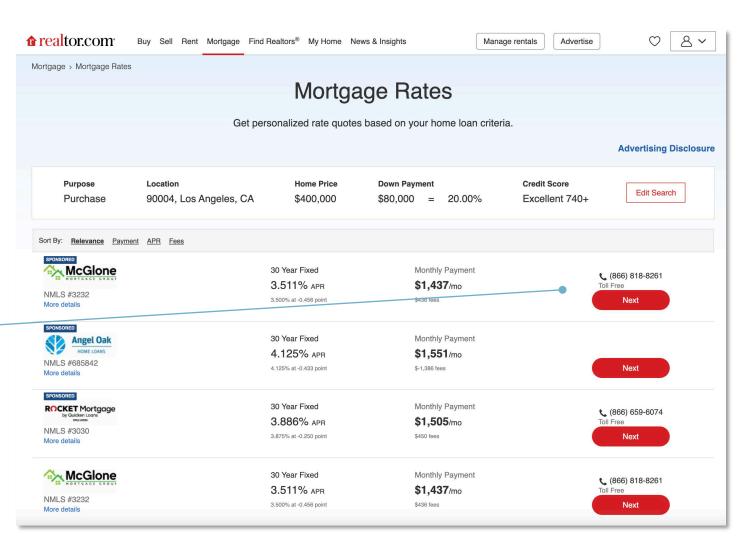


ICanbuy puts your Brand in front of high-intent consumers

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)





Our Publisher Community

Realty

realtor.com^{*}

















Personal Finance

MortgageCalculator





















Icanbuy Advantages

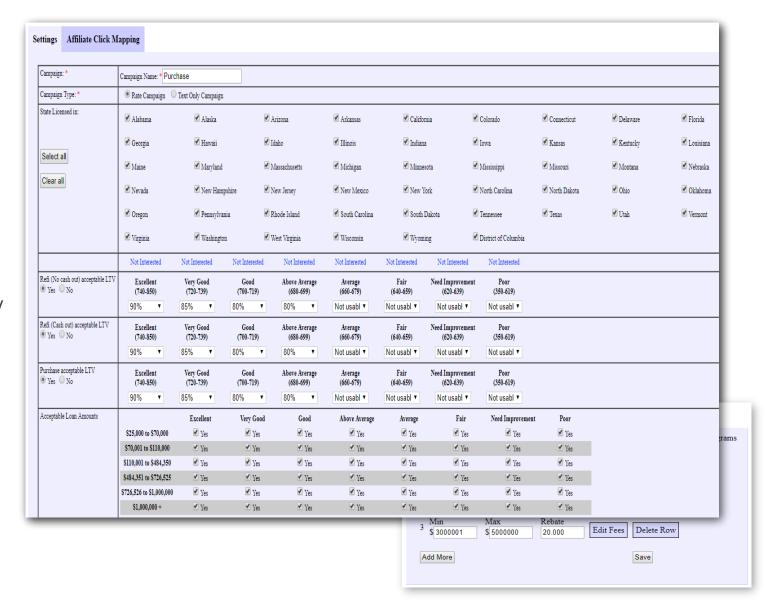
- ✓ Consumers select your brand
- ✓ Multiple Contact options (click or call)
- ✓ Target consumers by state
- ✓ Focus on Refi, Purchase or both
- ✓ Live Rates via Optimal Blue
- ✓ Track results 24/7 through detailed traffic reporting

- ✓ 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...:





YOU PICK: Flexible Cost Model

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

*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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