



FOR IMMEDIATE RELEASE

Media Contact:

Keith R. Pillow
Abelson Group for eBureau
805-217-4708
keith@abelsongroup.com

Jeff Liebl
VP of Marketing, eBureau
320-534-5133
jeffliebl@ebureau.com

eBureau Unveils Powerful Scoring Service for Online Marketers

Real-Time Service Enables Online Marketers and Lead Generation Agencies to Increase Response Rates and Convert Past Online Leads into Additional Revenue

ST. CLOUD, Minn. — April 16, 2007— eBureau, an innovative provider of custom predictive scoring and information solutions, today announced the introduction of a powerful new predictive analytics service that optimizes the performance of online marketing campaigns by increasing response rates and reactivating existing leads. This hosted, real-time solution, aimed at online marketers and lead generation agencies, delivers a custom statistical score for each prospective lead that predicts the responsiveness to multiple product and services, prior to offer.

eBureau’s predictive scoring solution generates significant performance gains in categories such as mortgages, online education and consumer packaged goods, including buy-now, pay-later merchandise. The company will demonstrate results of eBureau’s new scoring service for online marketers during the ad:tech Conference, April 24-26, 2007, booth # 5447, at the Moscone Center in San Francisco, Calif.

The Internet has proven an ideal source for cost-effectively generating high volumes of new sales leads. According to the Interactive Advertising Bureau, over \$1 billion was spent last year in online lead generation activities, up over 30% from 2005. However, many online marketing companies struggle to meet the demand for high-quality leads, and others have amassed large numbers of leads procured through various sources, but never converted into sales, representing millions of dollars in lost revenue. Many of these “house file” leads, if properly re-qualified, can be successfully reactivated through refined online marketing programs.

eBureau addresses these challenges by quickly developing a set of unique custom scoring models across one or more product categories specific to each client. With these custom “eScores,” online marketers can better select and prioritize offers, in real time, to maximize response rates and the number of truly qualified leads.

“eBureau effortlessly resolves two of the more problematic and troubling issues facing online marketers today: how do I decide in real time what offers to make to registered online prospects, and how can I leverage my growing database of past, non-converted online leads into actual sales?” said Jeff Liebl, vice president of marketing and business development for eBureau. “Our predictive scoring solution takes much of the guesswork out of these online marketing efforts, and yields results where return on investment can be measured immediately.”

eBureau is applying a new, reinvented approach to predictive scoring across multiple markets, including direct marketing, e-commerce retailing, credit and collections, and online advertising. Today, more businesses can realize the benefits of predictive scoring in real-time marketing and e-commerce processes. eBureau is making predictive analytical scoring a widespread, mainstream tool for helping companies make smarter decisions throughout their customers’ lifecycles to improve profitability and gain important competitive advantages.

#

eBureau Unveils Powerful Scoring Service for Online Marketers

About eBureau

eBureau provides a suite of precision marketing, risk management, and fraud prevention information solutions to multichannel marketers, financial services companies, online retailers, and agencies today. Founded in 2004, eBureau has designed and built its patent-pending xTech(sm) platform, a proprietary, state-of-the-art data warehouse and real-time analytical scoring system. The company is headquartered in St. Cloud, MN and has received \$16 million in funding from its founders and Split Rock Partners. For more information, please visit <http://www.ebureau.com>.