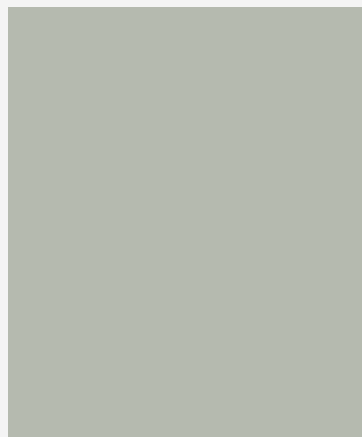


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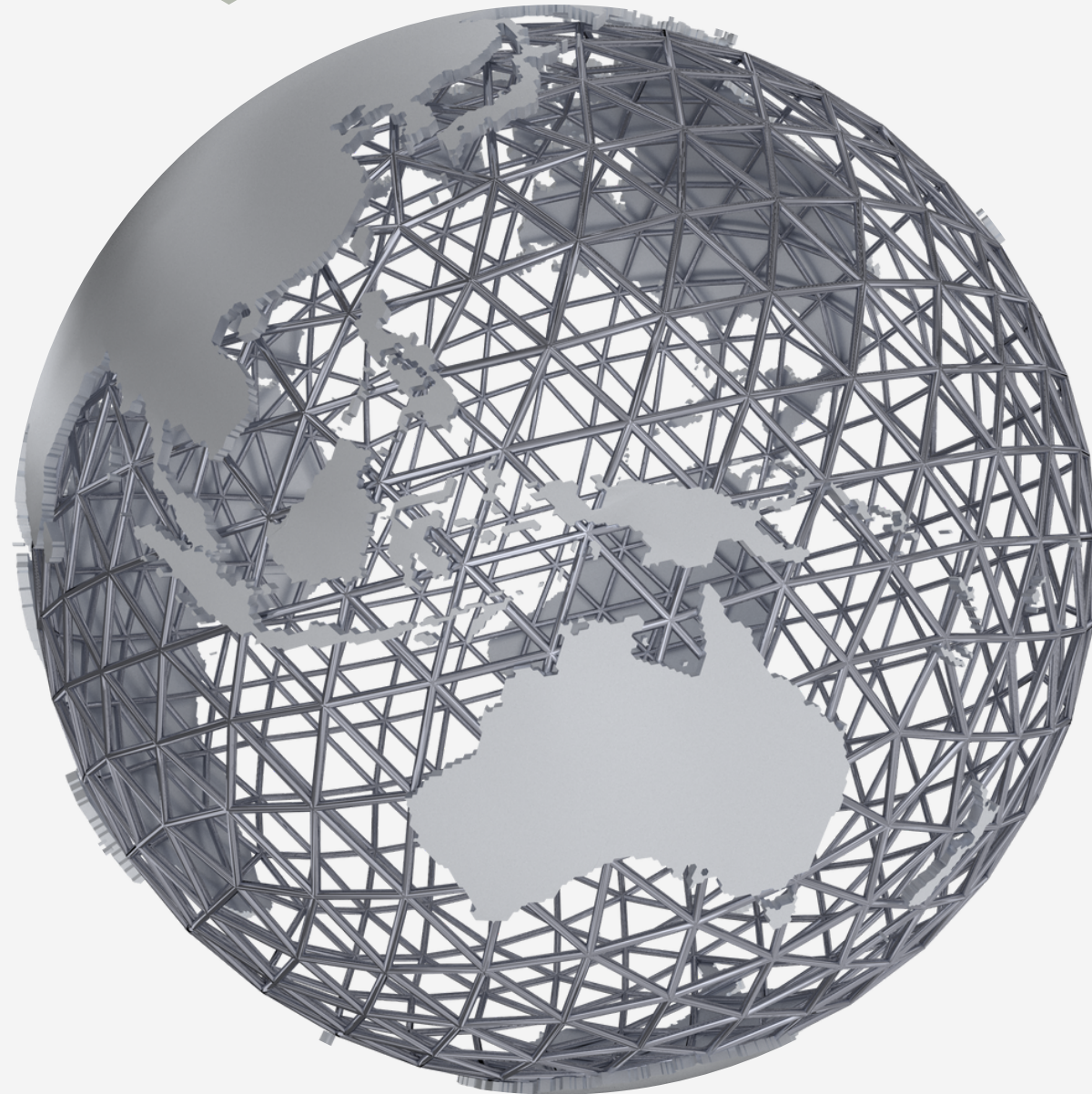
About

WHO IS CAPSA?

Capsa London is owned by Lorri Haines a serial entrepreneur from the UK. After selling his shares and comparing across the globe he has linked Capsa London to the marketing world and in Q2 of 2022 Capsa London partnered up with a \$1.2B tech & marketing company who are based in the USA. Capsa London has exclusivity to the data sets within the United Kingdom.

What does this mean for you? Capsa can 100% guarantee that NO ONE else will have access to the technologies we do.





Our Mission

What does it mean to work with the best in the business?

Our mission is to deliver you the best quality of data at the fastest and most effective pace. The reason we offer the upmost best service and exclusivity on the top tier packages with a replacement or money-back guarantee is that we have worked alongside our partners on multiple projects and can honestly say collectively have spent 12 years in the marketing sector with an additional 7+ years on research & development alone, and spent in the region of \$12M to build what we have here, ready for YOU.

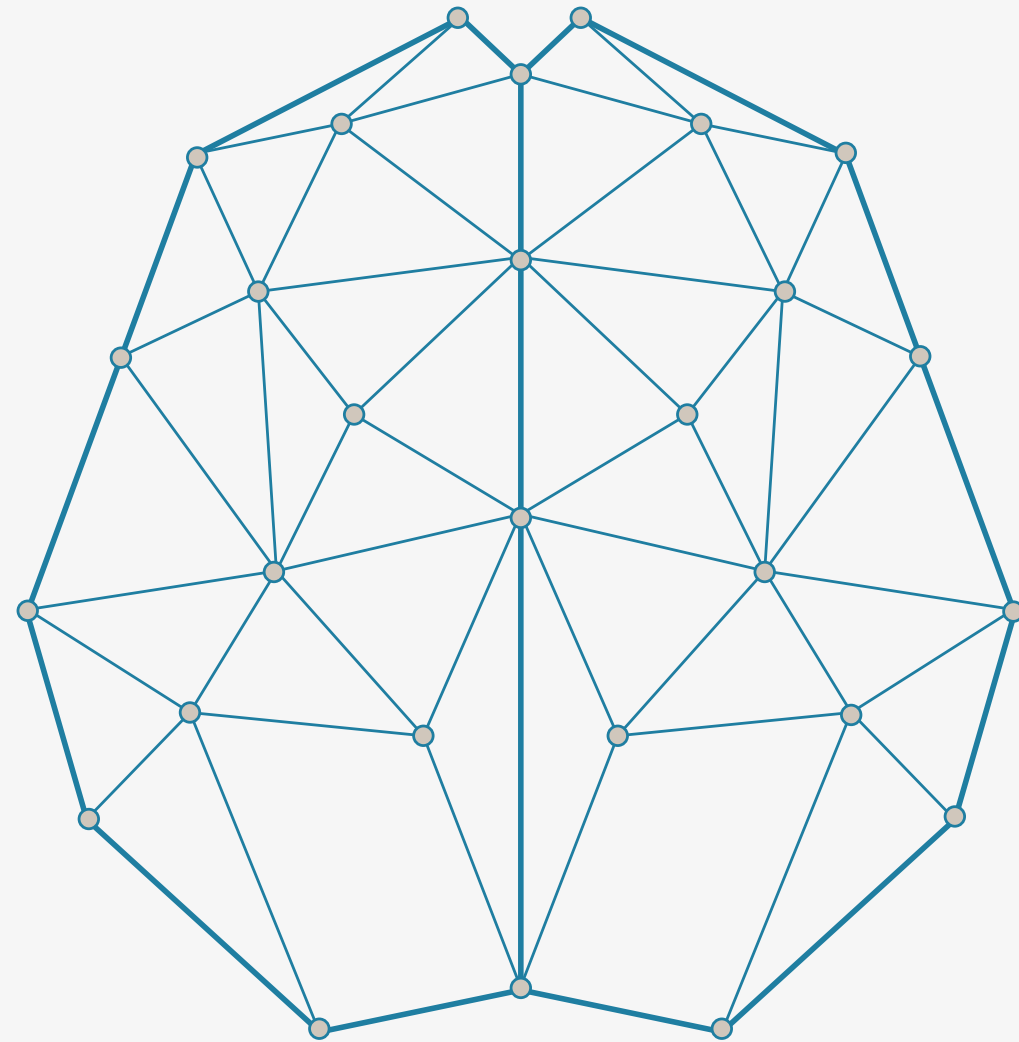


Our Promise



The reason we guarantee the best quality at mass amounts of leads and data at super-fast speeds, and have the success rate we do, is we are the first to do this and our \$1B+ valued partners are the industry's BEST at what they do. Utilising the software owned by Capsa London and the team we have, combined with our paid Ads and email marketing specialists, we deliver every time.

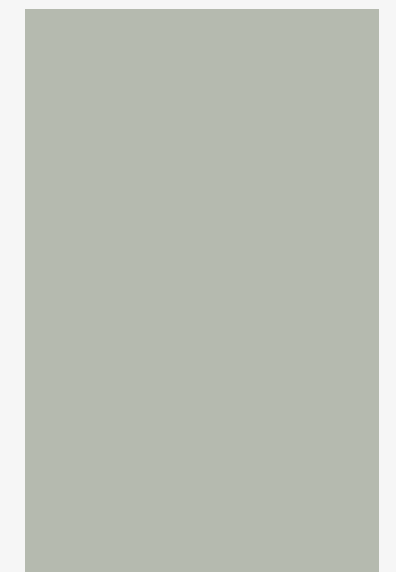
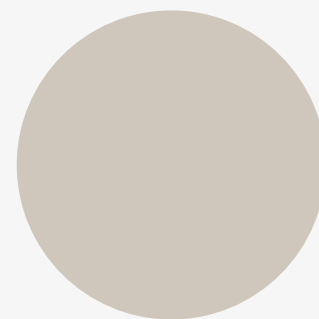




Never cold, always hot.



The leads that we deliver are always super-hot. We use artificial intelligence to discover the hottest leads that are ready to purchase.



Data & Tech

01 DATA SETS

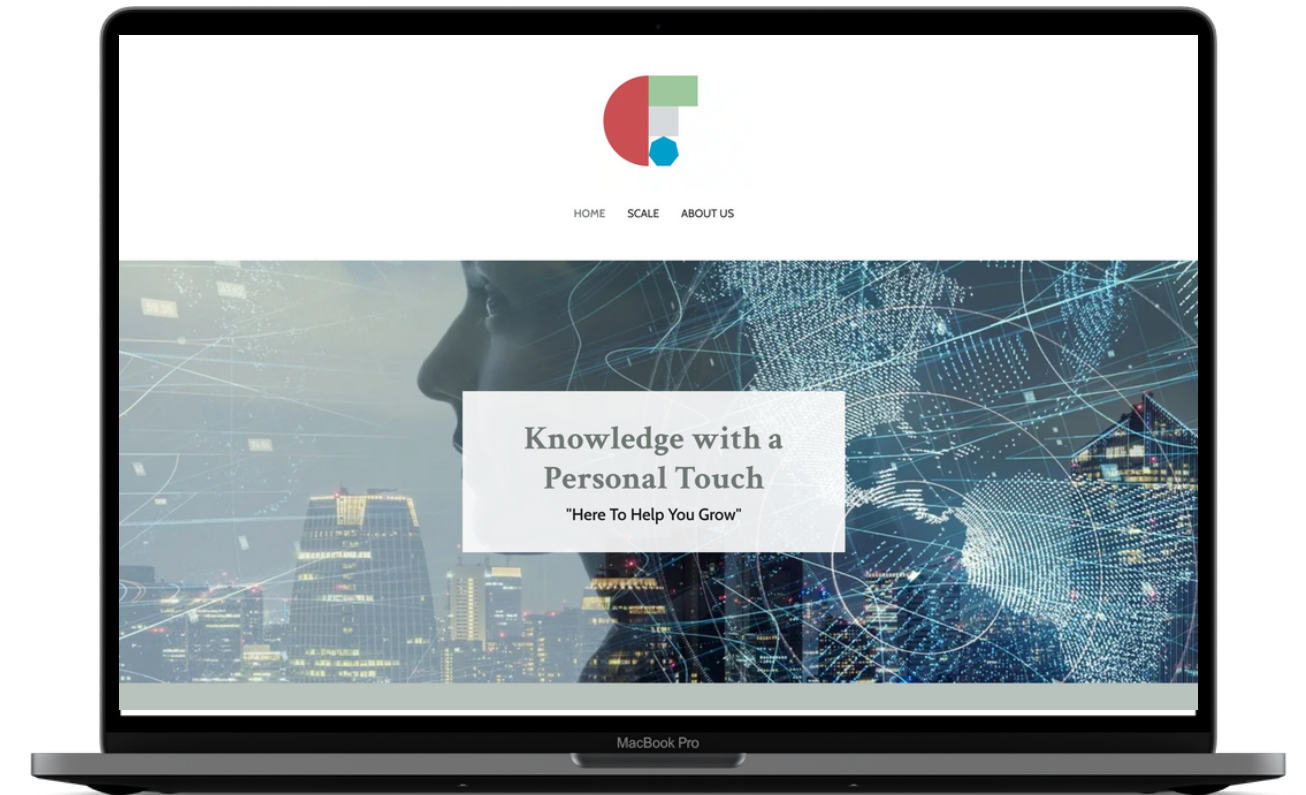
The info provided to you will always include: Double verified email addresses, full name, location, employment, job title, social media handles, age, gender and at times inside granular information on the user's wealth and history.

02 TECHNOLOGY

Our team of expert developers & data scientists use quantum computing, specialist software and global cloud-based servers to run the day-to-day lead generation. We use computer power fuelled with artificial intelligence; this is combined with our exclusive partnerships to access around 1.7+ million companies that hold billions of global data points. We process millions of pieces of data in milliseconds. All our data is ranked, separated by data set increments, company needs and flows, and direct into your CRM without anyone touching it. Our team of specialists will help guide you in setting up your CRM and mailer to go out automatically. Capsa uses a rigorous automated setup for best practices and scalability with complete data.

03 LEGAL

All our data and leads are GDPR compliant. We use best practise for all data harvesting in means to follow protocol. Capsa saves the complete journey of the data from the user to you, any disputes with the ICO & GDPR can be traced back to the user opting in. *





What we need from you...

Positioning

Competition

The top 10 competitors in your industry; names, websites and all social media pages, a pdf report of your analytics from Google, Facebook and any other major platforms you use for marketing.

Leads

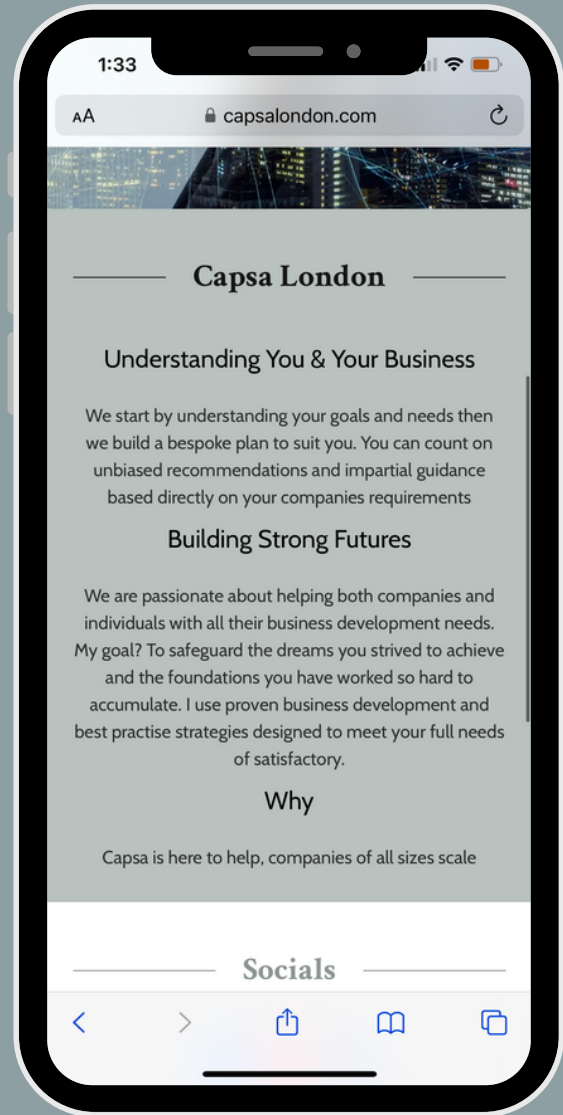
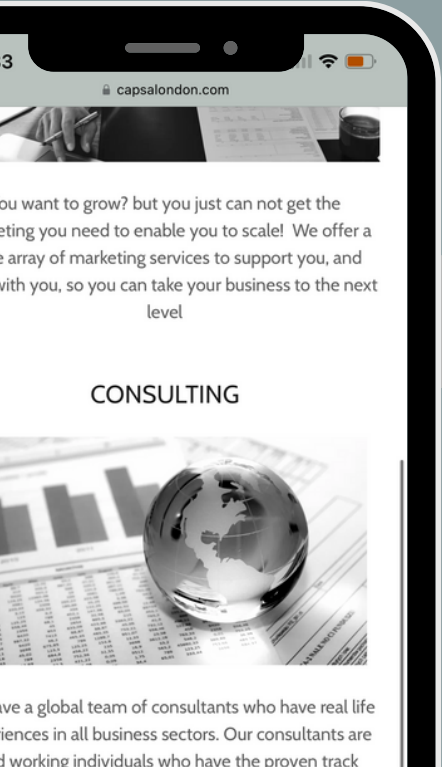
How many leads are you generating right now? How many do you anticipate are needed monthly?

Growth Plans, CRM & Data

What are your current growth plans?
What is your CRM system? What data do you require from users?

We will provide you with website analyses and domain scoring analyses. WHY? With the help of our analysis, we can discover what and why things are not converting on your website, and why your email campaigns are not hitting the open rates they should be.***





How does CAPSA work?

Bright Insights

Data Sets

Residential Proxies

ISP Proxies

Datacenter Proxies

Mobile Proxies

Web Unlocker

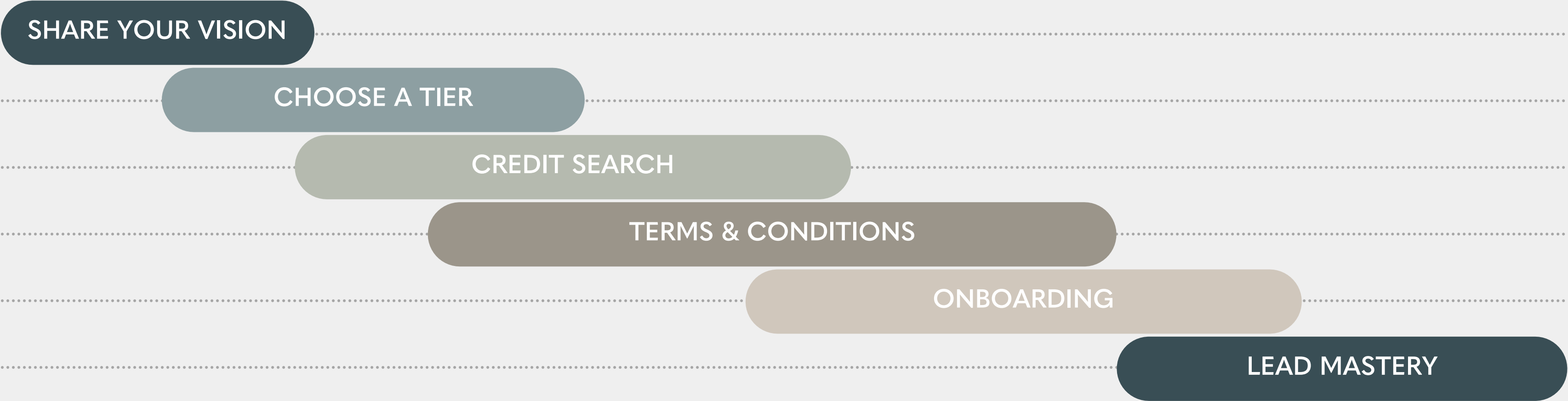
SERP API

Proxy Manager

Proxy Browser Extension

The Concept

Expected delivery of CAPSA.



We perform a soft credit search via Atradius our insurance company, this is done to determine your company credit limit so we can offer 30 days payment terms (discretionary limits can be arranged). Agree on terms: We offer 30 days trial after this the contract is live, why do we have contracts? Capsa instantly allocates time, money and resources to build out your project scope, and parameters and the team to deliver you, our promise! Post work commencing, you are allocated an account manager who is available 24/7 round the clock, to support you and your company.

Services



INITIAL REVIEW AND ANALYSIS

Website Audit
Content Duplicity Check
Backlinks Analysis
Keyword Research
Competition Analysis
Penalty Check

ON PAGE OPTIMISATION

On-page Changes
HTML Code Optimization
Content Optimization
META Tags Optimization
Title Tags Optimization
Canonicalization/301 Redirect
Heading Tags Optimization
Internal Linking Optimization
Page Speed Analysis*
Schema Markup Analysis*
Website Permalinks Analysis*
Website Responsive Check*
Images Optimization
Hyperlink Optimization
Robots.txt Creation/Optimization
Sitemap Creation
Google Webmaster Tools Setup
Bing Webmaster Tools Setup
Google Analytics Setup & Integration

SOCIAL MEDIA & CONTENT

Social Media Training Suite
Social Media Content Creation
Social Post Writing
Marketing
Branding
Logo Development
Brand Presentations & Proposals
Webinar Hosting
Marketing Materials

Services

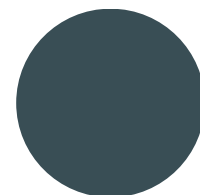


LINK BUILDING

Guest Blog Links
Share each blog post across social media networks
Web 2.0 Profile Creation
Web 2.0 Profiles Bookmarking Links
Social Bookmarking Links
Classified Submissions
Search Engine Submissions
Blogs Social Bookmarking Links
Contextual links
Keywords used in anchor text
Add SEO data to each post (Meta tags etc.)

LOCAL OPTIMIZATION

Location Optimization
Local Business Listing
Google Business Page Creation
NAP Syndication
Bing Local Listing Creation



Become one of our valued clients and
scale your business with

CAPSA
SMART MARKETING





THANK YOU!

Lorri Haines

Founder & CEO

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