

IP Broadcasting Software is the Future of Internet Marketing!...

Guess Again!

By Troy Pentico

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There has been a never ending stream of hype around the Internet lately concerning the next great marketing method called IP Broadcasting.

As I review Internet Marketing Tools and report the results to the subscribers of my own newsletter it was only a matter of time before I grabbed a copy and ran it through some testing.

But, to be honest I was not really excited about it. I had looked at this type of software when it was first released and had basically sworn it off as the next SPAM Method Tool. And I was more than right in this assumption as I began receiving many of these software sent ads as promised right onto my desktop. So I eventually shut down the service that is built into Windows XP so that I would stop receiving these annoying ads.

I am sure many of you have experienced this at onetime or another lately. So what's it like on the other end of this amazing new tool? Let's take a look...

I began by making a strategy to test this software without destroying the livelihood of my Internet Business and be labeled a SPAMMER. And I came up with an outstanding way to do so.

I made a web page with a simple question to answer. The question was:

Is the type of advertising that sent you to this website SPAM? The visitors simply clicked on the JavaScript YES or NO and that was it.

So as you can see I was not marketing anything with this software. I was simply trying to test the effectiveness of even getting some one to view my website from an ad received from it.

Next I needed to actually obtain this spam ware. They are not cheap and with good reason. The response to this software all over the Internet has been way less then positive. So I am sure with that in mind the makers wanted to make as much money as possible before their software was no longer a profit generator.

I chose Broadcast Marketer for the test.
Price: \$499.95!

Now if you are not familiar with this software it basically allows you to send an advertisement to MILLIONS of possible viewers using blocks of IP Addresses that are built into the software. If the people on the other end of the IP Address have the Messenger Service enabled in their copy of Windows your advertisement will pop up on their screen!

To some it sounds great I am sure. To me it made me gag!

So I loaded up my advertisement that read: Survey! Do you think this message is SPAM? Or is it a legal way of advertising? Voice Your Opinion by visiting: THE URL

So that was it. I entered it in chose the entire block of available IP Addresses built into the program and hit send.

According to the program when I checked it the next morning (this is by no means an extremely fast evolution even on a DSL Connection) the software reported that my message should have been viewed on 231,844 computers. It was unable to appear on 842,111 computers. Wow, so my ad was viewed by 21% of the people that viewed it. I typed in the stats page URL as fast as my fingers could move... only to find:

ZERO HITS! That is right folks **NO HITS, NONE, NOTHING, ZIP!**

Ok, this was my first time using it. So I did it again the next night. And the results were nearly identical with again **NO HITS!**

The reasons for this sorry showing could be many. But, I left what is probably going to tell the story out when I told you how this software works. You see it does successfully show your message on a huge amount of computers. But, if you use a URL in your ad it does not appear as a hyperlink on the other end! Not only that but you cannot cut 'n past out of this window either. The only

way to do it would be to minimize your browser so that you can view the URL in the window and type it into your browser at the same time. And to close the window it is just clicking on the OK, or hitting the return key on your keyboard.

Your ads are hard to use, and easy to get rid of.

So what about if used with a phone number? I happen to make use of a virtual office and can setup surveys with it. So I did. The same thing. Press 1 if this is SPAM. Press 2 if this is legal. And mind you this is a 1-800 toll free call for them. So again I did this two nights in a row. And the results? Not one call! This is a toll free call folks and not one call! Not even an angry person calling me and cursing me out. Just no responses at all.

I don't think I need to go any further with this review. Not only is it indeed Spam Ware. It doesn't work at all. I cannot believe that people would pay \$500 dollars for this piece of crap. And frankly if I did not know that this was not going to work when we dropped the 5 bills on it. I would be severely upset right now. I considered seeking a refund and then found out that there are no promises with this software at all. Probably because they know it does not work.

I am not even going to honor this software with my worst rating. It is a piece of S@#t.

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Troy Pentico is the author of the recently released "Pay Per Text Marketing System". This explosive Marketing System will allow you to followup with your affiliate website visitors by 100% Guaranteed and is available at <http://www.paypertext.net> Subscribe to the FFAMall Gazette for even more explosive marketing techniques just send a blank email <mailto:gazette@ffamall.com>  
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