



## Affiliate Marketing Screening Tools

Below are some of the nonproprietary tools MarketLeverage uses to conduct preliminary background research and screening of affiliates and advertisers with whom we choose to partner:

- **Domain Name Registration & History**  
<http://whois.domaintools.com>
- **White Pages: Reverse Phone Number Lookup**  
[http://www.whitepages.com/reverse\\_phone](http://www.whitepages.com/reverse_phone)
- **White Pages: Reverse Address Lookup**  
[http://www.whitepages.com/reverse\\_address](http://www.whitepages.com/reverse_address)
- **Secretary of State Corporation and Business Search Database**  
<http://www.secstates.com>
- **Canadian Business Directory**  
<http://www.canpages.ca>
- **The Register Of Known Spam Operations (ROKSO) Database**  
<http://www.spamhaus.org/rokso/index.lasso>
- **Quantcast: Provides Traffic Quantities & Audience Profiles of a given URL**  
<http://www.quantcast.com/>
- **Live PageRank: Provides Google's PageRank of a given URL**  
<https://addons.mozilla.org/en-US/firefox/addon/2007/>
- **Alexa Sparky: Provides Alexa's Traffic Ranking of a given URL**  
<https://addons.mozilla.org/en-US/firefox/addon/5362/>
- **TinEye: Reverse Image Search for images used on a given URL**  
<https://addons.mozilla.org/en-US/firefox/addon/8922/>
- **Better Business Bureau Feedback**  
<http://www.bbb.org>
- **Dun & Bradstreet Credit Report & Length In Business**  
<http://www.dnb.com>