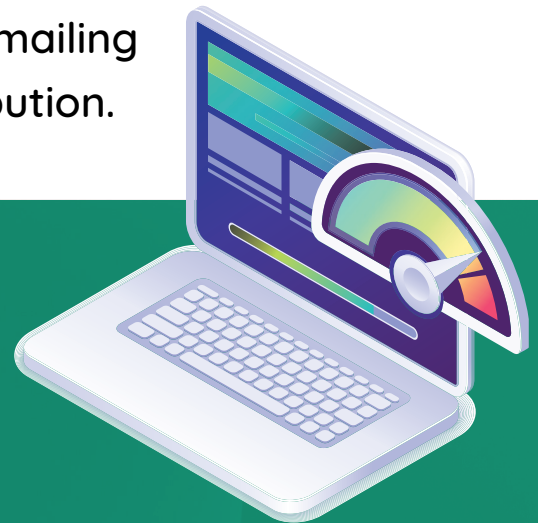




# LEADMatch

Receive a list of anonymous website visitors and direct mail recipients who went to the website that includes contact information and what actions they took to build 9-18% response mailing lists and prove direct mail campaign attribution.



## Build a Mailing List

One pixel placement on the website will yield the contact information of interested visitors to build one of the most valuable and highest response mailing lists available. Identifying other website activity gives the ability to easily deploy a personalized direct mail retargeting campaign based on actions taken. Personalization does have impact on buying decisions and consumers often become repeat buyers after having personalized experiences with a brand.



## Attribution

Track and record exactly who came to the website as a result of the direct mail campaign, even if they didn't take any action. Identify how other website visitors arrived on the website to show attribution to other marketing efforts.