








Introducing Digital and Warm Transfer Leads to LeadMAX®

More lead options to power your business forward!

 ORDER			
 MAILINGS <i>Cost per Mail Piece</i> ORDER NOW > <i>Min. 250 / order</i> <i>Discounted pricing available!</i> <i>Contact your Marketer!</i>	 LEADS <i>Price Per Lead</i> ORDER NOW > <i>Min. 20 / order</i> <i>Pricing as low as \$16 / lead</i> <i>20 leads per order</i>	 LEADMAX PLUS <i>Cost Per Campaign</i> ORDER NOW > <i>Mail + Digital Campaigns</i> <i>Warm Transfers</i>	 LARGE OR RECURRING LEADS <i>Price Per Lead</i> <i>To place larger or recurring lead orders (in total to equal 150 leads or more over 10 weeks or more), please contact 844-742-5028.</i>

New solutions for lead generation in a digital environment

Available to order
on LeadMAX
May 2020



Mail + Digital

Select a Mail + Digital campaign and you have the power of both direct mail and Facebook digital leads to build sales.

How it Works

Step 1 | Select Product, Demographics & Choose Creative

Filter demographics - age range, income, geography - as you would for a normal direct mail order. Select the lead piece you would like to send and finalize order.

Step 2 | Digital Campaign Runs

Direct mail responders are targeted on additional platforms, text and email acknowledging their response and interest. In addition, the mail file is used to build a lookalike profile to directly target desired prospects on Facebook and reach a larger audience.

Step 3 | Sales

We load the leads into LeadMAX over the 10 week campaign and let you take it from there! Program minimums include one 1,000 piece mailing per week.

Warm Transfers

Select Warm Transfers and you have the ability to connect with prospects at their highest level of interest.

How it Works

Step 1 | Select Product, Demographics & Type of Transfer

Filter demographics - age range, income, geography – to set the campaign to get inbound calls.

Step 2 | Digital & Pre-Screening Campaign Begins

Responders are pre-qualified and then transferred to you for sales assistance. Transfer calls must be 30 seconds or longer to be counted as a lead and charged. Costs range from \$25 - \$75 per lead depending on the product, demographics and type of transfer lead purchased.

Step 3 | Sales

If you don't complete a sale on the first call, you can add and disposition the lead in LeadMAX. Program minimum includes a \$500 deposit per campaign. Ordering is required at the county or state level.