








**Introducing Digital and Warm Transfer Leads to LeadMAX®**

**More lead options to power your business forward!**

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

New solutions for lead generation in a digital environment

Available to order  
on LeadMAX  
June 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.