



NOVEMBER DIRECT

Helping companies to acquire and retain customers...

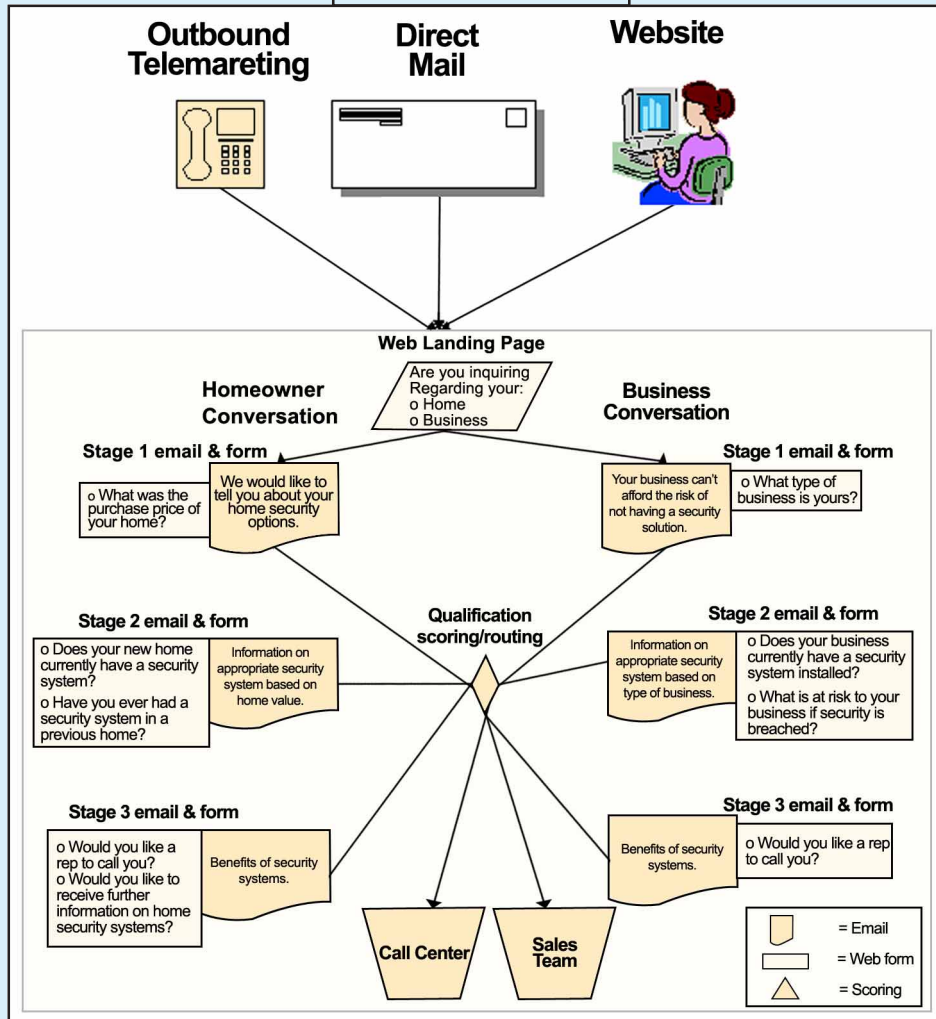


LEADAPP

Maximize the results from your Company's various acquisition campaigns by deploying our turnkey system, LEADAPP. It is designed from the ground up for the business that generates its leads through multiple channels and desires a centralized prospect database to capture and incubate those leads. LEADAPP improves your Company's chances of converting new leads to new customers, increasing the revenue generated from your marketing campaigns.

Imagine you are conducting several outbound campaigns: you have sent out a few direct mail campaigns, an ad in this week's Newspaper, the Web site is listed everywhere, and the list goes on. How will you qualify the calls at the call center and those from the web site? Where should sales focus their efforts? What about leads that are not ready to purchase? How do you prevent leads from falling through the cracks? And your boss wants to know how many are being converted?

Conversation Flow



LEADAPP brings it all together for your Company. It starts with a custom designed web-based form called the WEB LANDING PAGE (WLP). This WLP is designed to capture the lead information. Using pre-defined criteria, specific information is collected and scored by LEADAPP upon submission. This page is everywhere you require it, at the Web site and at the agent's terminal in the call center. The system, based on the scoring, will send the lead's information to the appropriate destination: sales, marketing, etc... through the use of notifications. Leads not requiring immediate action are placed into one of multiple Lead Incubation Campaigns – each designed for a specific type of audience - that sends permission-based emails based on the profile information gathered from the WLP until the lead is qualified.

LEADAPP brings traditional and web based programs together and deploys the power of the Internet to optimize the lead incubation and conversion process, increasing the revenue generated from your marketing campaigns.

Help your business grow, call 1-866-GROW-U-CO!

