



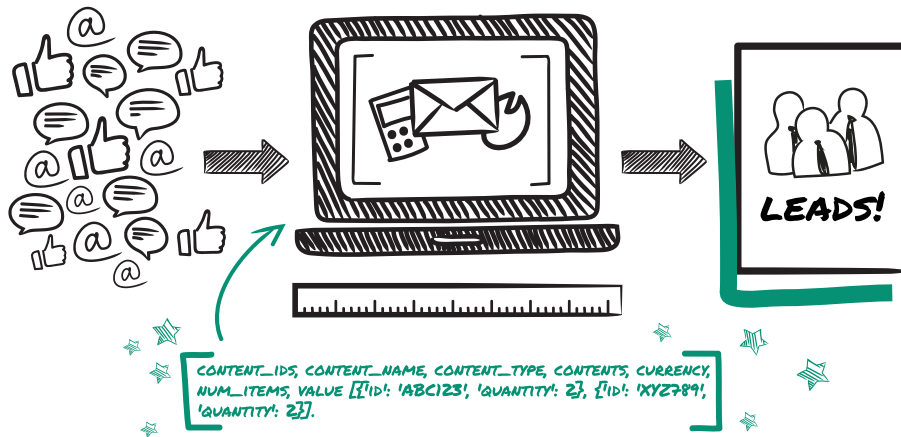
## LeadMatch Provides Results



You never knew who came to your website from your mailing **UNTIL NOW**. LeadMatch is an advanced measurement solution that can track and measure the effectiveness of all media including direct mail.

One pixel to measure all! Our pixel enables data collection and delivery of postal addresses when placed on a web page. We input this data into our LeadMatch analytics system that matches the address back to the mail list. This advanced measurement solution proves the effectiveness of your direct mail campaign and contributes to building the perfect retargeting list for follow up campaigns.

**Track and record all website visitors *as a result of your mailing* and mail to website visitors who came *NOT as a result of your mailing*.**



### What can I prove or do with my LeadMatch data?

- Export a list of people that visited your website as a direct result of your mailing.
- Build the perfect retargeting mailing list to unique visitors who came to your website who weren't on your mailing list.
- Prove your direct mail campaign results and how effective it was.

### Qualified Interested Leads

People who come to your website are interested in your services NOW.

As marketers, we need this info to better target leads. There's never been a better solution to get true attribution of direct mail by disclosing who came to the website that was on the mailing list!

