

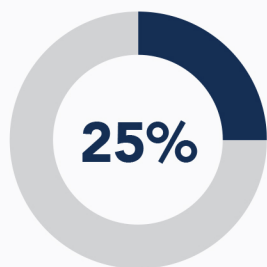
DRIVE SALES RESULTS WITH A DEDICATED LEAD CAPTURE PAGE



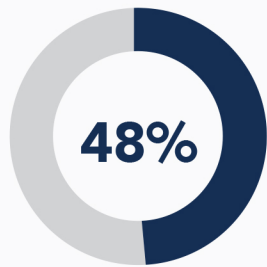
Extend your web presence and increase the ROI of your ad campaigns with a professionally designed and responsive lead capture page. Unlike a traditional website, a lead capture page can be created in one day and is designed specifically to match your ad campaign.

Pair your digital advertising campaign with a lead capture page to:

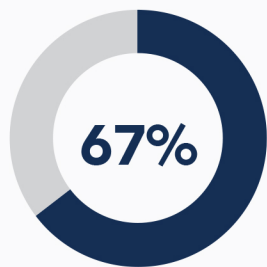
Did you know?



increase in conversion rates can be achieved with customized landing pages³



of marketers build a new landing page for each marketing campaign⁴



of consumers want to see local businesses improve their website⁵



Drive customers to pick up the phone, contact you online for more information or walk in the front door. 61% of mobile searchers say click-to-call is most valuable in the purchase phase of shopping.¹



Offer a special coupon or promotion code on your lead capture page, so your customers can redeem discounts, free gifts or services, or even enter to win a contest. 57% of returning customers say a special offer increases their positive perception of a local business.²



Increase your brand awareness, so that when they're ready to purchase, they'll think of you. 46% of internet users say a website's design is the leading indicator of company trustworthiness.²



Track the effectiveness of your integrated marketing campaign. Pair your online advertisement or search engine optimized search result with a dedicated lead capture page to maximize results.

Sources:

¹2015 Call Intelligence Index, Invoca, 2015; ²Stanford Persuasive Technology Lab, 2013; ³"Why marketers should keep sending you e-mails," McKinsey & Company, 2014; ⁴2011 Landing Page Optimization Benchmark Report, Marketing Sherpa, 2011; ⁵"Local businesses provide better customer experience than national chains," eMarketer, 2015