



FACTSHEET LEAD GENERATION

ENGAGE IN A DIALOGUE WITH YOUR CUSTOMERS

The collection of valuable datasets provides you with the possibility of establishing a dialogue with individuals within your target group, thus transforming prospective buyers into customers. Through attractive offers and the creative interaction with a prospective customer's buying impulse, you awaken interest in your services and your brand. Lead Generation campaigns are often characterized by limited time periods and limited budgets. Designed effectively, they can perfectly complement other marketing activities and become an integrated method within your online media mix. Lead Generation methods can be versatile and innovative, such that your target group feels optimally catered to. The possibilities are myriad, such as non-cash prizes, product tests, access to interesting content, newsletter registration and the ordering of informational material and may even include participation in exclusive communities or test drives. We support you in the design and implementation of your successful campaign. For the generation of as many high-value contacts as possible, we guide you in the creation of your advertising materials and in choosing the right incentives to trigger interactions.



- **Comprehensive campaign management:** creation of ads, definition of goals, identification of target groups, guidance on online strategy development, selection of online marketing methods
- **Valuable reach across Europe:** display, email marketing, retargeting, SEA, social media
- **Real-time optimization:** proprietary ad-server technology, evaluation of online key performance indicators
- **Professional service:** an experienced online marketing manager as your primary contact person
- **Security and transparency:** constant campaign monitoring, adherence to data protection laws, real-time fraud protection

Summary:

Lead Generation within the framework of permission marketing is an efficient method for attracting new customers. Leads are users who consciously demonstrate interest in your products, services or brands by submitting their contact details. A lead is thus a dataset that a potential customer voluntarily makes available. This information is extremely valuable to advertisers for subsequent interactions.



The Reach Group's goal is to make digital communication more efficient and effective. The core of this strategy is a steady focus on the end customer. Advertising methods dynamically address the personal needs of the consumer within the customer journey while taking into account current data protection regulations. The process starts at the first moment of contact with a brand, continues throughout the purchase decision process and goes beyond to the establishment of long-term brand loyalty.