



business intelligence solutions



→ lead generation program

Business Intelligence Solutions is the choice for B2B Lead generation programs across many Industries and Title segments. Based upon a cost per lead basis advertisers complete an email campaign and then receive leads back based upon those who are interested in their offer.

HOW DOES THE PROGRAM WORK?

The advertiser supplies email creative for an initial email campaign. Only a \$250/flat set-up fee is charged to load contacts and execute the email campaign on behalf of the client. The appropriate segment is selected for each campaign based upon any combination of Title, Industry and Company Size data.

The email campaign will produce leads of contacts who are interested in that client's specific offer. Those leads (full contact records) are supplied to the advertiser for all those contacts who Opened or Clicked on their emailed offer.

Open Leads are supplied separately from Click leads and priced accordingly. The cost of Open and Click leads depending upon volume can be from \$2 per lead to \$10 per lead (excluding direct download links which are priced on a project by project CPA pricing model).

The volume of email sent depends upon the volume of full record leads the advertiser agrees to purchase. Based upon a benchmark of 5% opens and .5% unique clicks a BIS Lead Generation campaign is about the same cost of a single shot B2B email campaign.

THE VALUE

For about the same cost of a single shot email campaign the advertiser receives the benefits of an email campaign plus the Open and Click lead records for that campaign. This allows the advertiser to brand their company and offer as well as generate business from the email and receive full record leads to promote and sell to through their own efforts.

Contact the SMS Marketing Services, Inc. B2B Group to discuss a B2B Lead Generation campaign today. You can start generating full record leads within a week.



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