



LEAD MATCH ADD ON

Is an advanced measurement solution system able to track and record exactly who visited your website as a result of your mailing, regardless of whether or not they took any action. In addition, LEADMatch gives you the opportunity to mail/email to website visitors who came not as result of your mailing.

- Receive a list of who came to your website from the mailing list and what actions they took
- Build a mail list of unique visitors who came to your website whether they were on the original mail list or not
- Never guess again how effective your direct mail campaign was
- No need for a Landing Page to ask visitors to info, LEAD MATCH automatically gathers & compiles contact information for you

Whether you purchase LEAD MATCH or not, you can still monitor on your dashboard

- The total number of visitors who came to your website and were matched back to a postal address (75% on average)
- The number of visitors that came to your website who were also on your mailing list
- Export this file to see exactly who these people are
- What actions did website visitors take on your website so that you can tailor your message to them based on their actions

