

MAXIMIZING YOUR MARKETING SPEND  
ON WEBSITE TRAFFIC

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## What Is It?

Lead Scout's proprietary technology enables its clients to identify the phone number and email addresses of visitors to their website even if the consumer does not complete a transaction or any type of information request form. Clients are provided with the information for much less than the cost of the click. You own the data!

Lead Scout is the future of web retargeting. Other companies capture similar information but are not willing to share it with you.

Since you own the data, you can retarget a consumer as often as you would like without having to pay a retargeting company. This allows you to build your phone and email programs faster and cheaper than any other online program.

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## Who's It For?



### Lead Generation

Only a small number of visitors to a website complete a form although we know they had interest because they clicked on an advertisement.



### Online Marketers

Obtain the phone number, email and postal addresses of those that see you advertising for less than a click.



### Direct to Consumer Marketers

Capture consumer information from your microsite to build a database that includes phone number, full postal and email addresses.



### Direct Mail and Catalog

Create a database of leads that includes names, phone numbers, email addresses, addresses, city, state, and zip code of visitors to your website and those that click on your advertisements.



### Research Companies

Identify consumers interested in your brand based on how they interact with your brand's website.

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