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Current Conditions The current economic climate has heightened the challenges for businesses to pivot from brick-and-mortar operations to attracting professional audiences working from home.

Despite these challenges, there are several data-driven insights that can be utilized to help optimize your company's ability to reach professional audiences at home.

Overall website traffic in the U.S. increased 20% in the last few weeks. This traffic surge translates into a growing supply of ad inventory and a more extensive reach available to which your company can market.

Data-driven marketing is the new normal. Consumers now expect relevant, real-time messages that reflect their preferences and predict their needs. Give them anything else and they could get cranky enough to quit your brand forever.

How it Works

Identify. Interpret. Interact.

Visitor ID Graph utilizes IP, cookie, and device information data to de-anonymize website visitors by matching to our consumer file.



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What is your website's monthly unique visitors?

What do you know about them? Do you care to know who they are?

Would you like to know who these people are?

How valuable would this information be to you?

How do you think you would contact these people?

Form a Hypothesis

If you knew who left your website, would you contact them if you knew their name, physical address and email address?

Google analytics will tell you your web traffic, your unique visitors, the time they spent on your site, the most popular pages and the regions or local markets your customers are coming from, but they don't tell you who they are.

If your cost per lead was significantly less than the industry average, would you consider that a smart marketing investment?

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Make a Prediction

We are offering a tool, that will help you with these questions, called **identify by The Free Press**.

We specialize in B2B and B2C segmentation. They love data and want to put it to use for you. We believe together our services can help you find new clients.

With access to over 250 million records to drive B2B, B2C, political and more. The database is clean, triple-verified, up-to-date. But most of all, it's smart. Driven by proprietary software, 400+ segmentation filters and zillions of algorithms, it knows how to create and reach the audience of your dreams, whoever and wherever they are.

identify by The Free Press will help you Identify, Interpret and Interact using the most affordable cost per lead program on the market.



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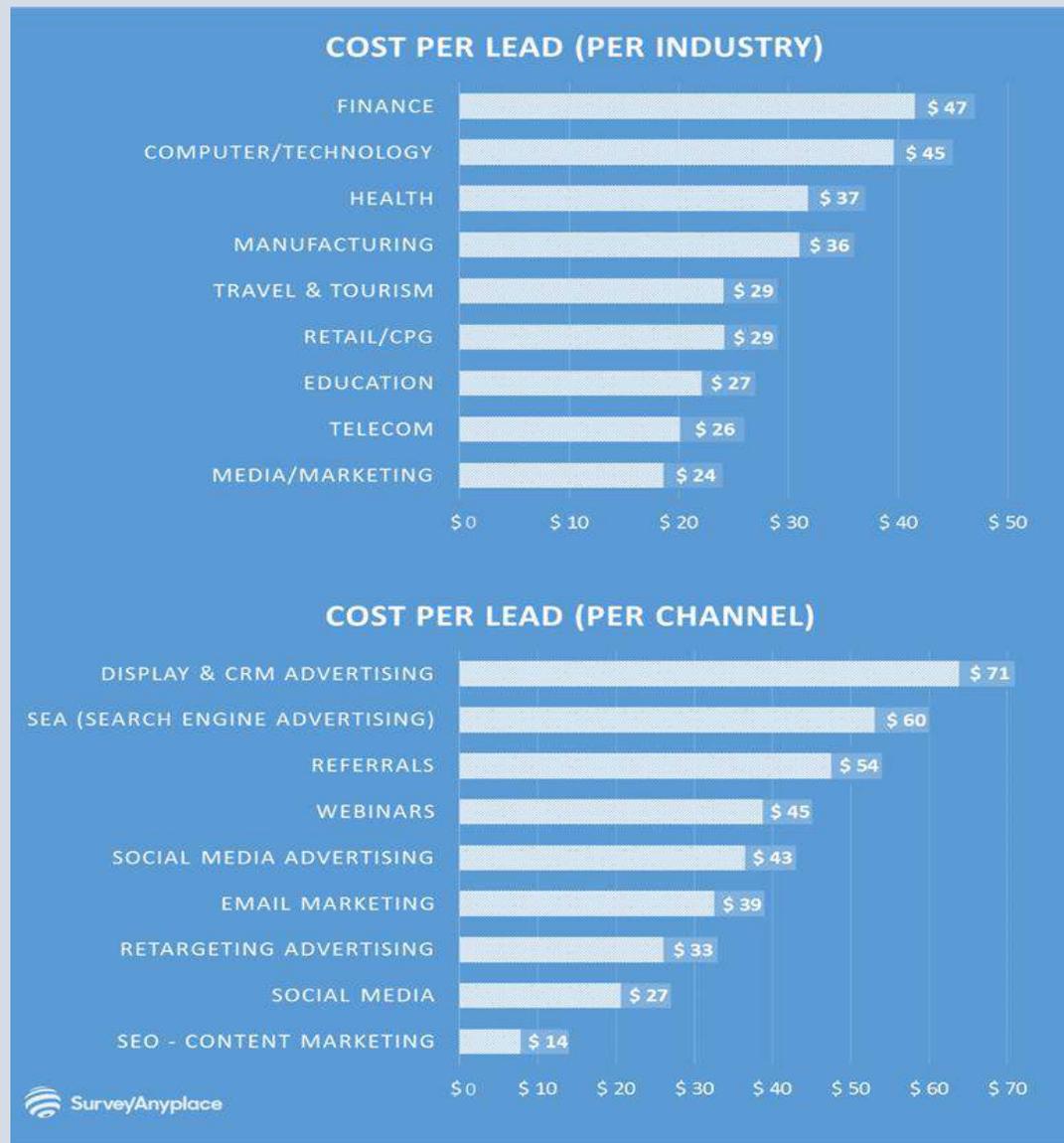
Consider this...

Digital marketing is big business. Digital ad spending surpassed TV ad spending last year with the spend on digital ads over 77 Billion dollars!

Our research shows that cost per lead (CPL) is the most used metric to analyze the efficiency of a marketing campaign.

A simple definition of a lead is someone who left any type of contact information behind, be it their name, email address or phone number.

The cost per lead is different based on the specific industry, channel used, or quality of the lead. Check out this graph.



SOURCES

- (1) <http://www.marketingcharts.com/online/cost-per-lead-figures-vary-by-vertical-10384/>
- (2) <https://www.hochmanconsultants.com/cost-of-ppc-advertising/>
- (3) <http://www.wordstream.com/blog/ws/2016/02/29/google-adwords-industry-benchmarks>
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Who is using this Data-Drive Marketing Service and why

Many national companies are using this service, here is just a sample of who and why.

Ad Agencies - Partners with advertising agencies to seamlessly integrate email and database solutions into current offerings.

IT - Clients include companies like Citrix. We help companies access key decision makers for business to business marketing.

Retail – Because we can reach over 100 million American households for B2C marketing, including some of the largest retailers in the industry, including brands such as Hyatt, Best Buy, and T-Mobile.

Political - Clients have included US senators, governors, and political interest groups such as the Arizona Medical Marijuana Policy Project.

Educational - St. Mary's University and George Washington University are among many educational clients. With an increasingly competitive higher education market, universities and colleges are looking to gain an edge with smart data.

Healthcare - Icon and BlueCross BlueShield use these services to reach volunteers and potential customers.

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How it works

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We utilize IP, cookie, and device information data to de-anonymize website visitors by matching to Stirista's consumer file.

After you know who's visiting, we help you build a database of prospective customers. We take the first-party data from your website visitor, such as IP addresses and page views, and pair it with our proprietary consumer opt-in data, which becomes part of a robust data file that includes a user's email, name and postal information, along with the pages of yours they visited.

Then you decide if you want to implement postal, email, social and digital campaigns, all the while ensuring compliance and best practices.

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Closing Comments

Why would you let a potential new customer leave your website without knowing who they are – name, address and email?

Maximize the traffic coming to your website without having to dig into your analytics or paying a high cost per lead.

For less than \$1000 monthly investment, you will receive a monthly spreadsheet of those individuals who knocked on your door, you have a right to know who they are and how you can help them.

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