

LEADMatch

ADVANCED MEASUREMENT SOLUTION SYSTEM

What is LEADMatch?

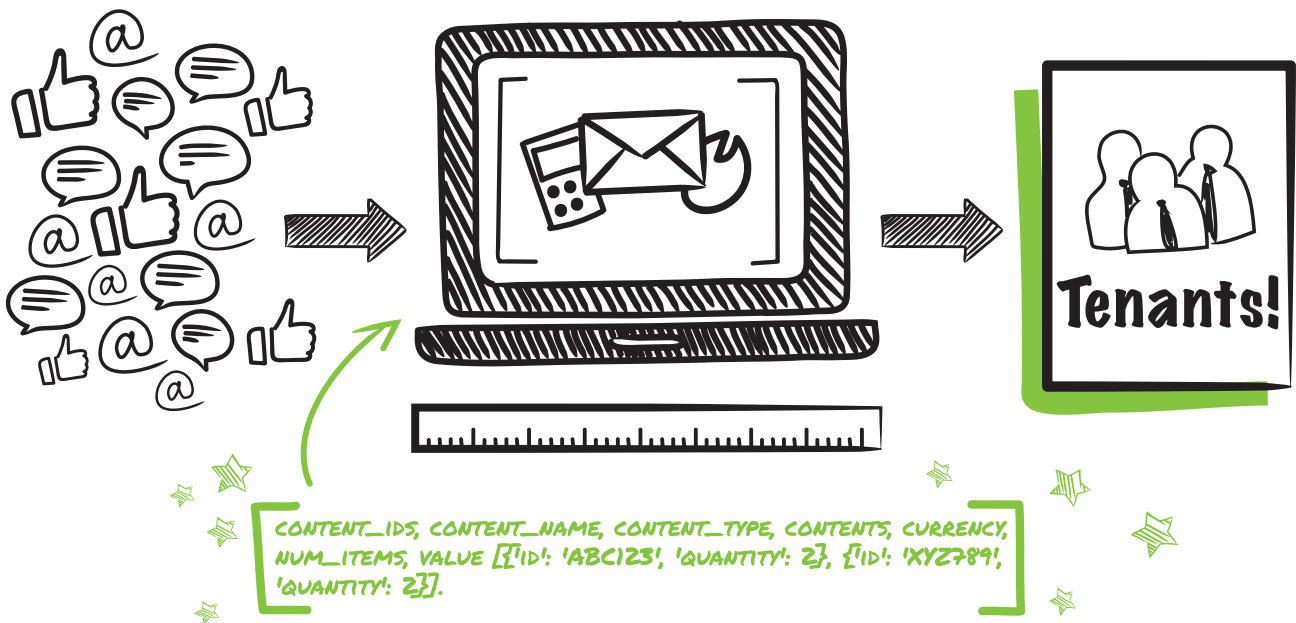
You never knew who came to your website and what actions they took... until now. Print House Boost is bringing you an advanced measurement solution system able to track and record exactly who visited your website as a result of your marketing efforts, regardless of whether or not they took an action. In addition, LEADMatch gives you the opportunity to re-engage with your website visitors.

HOW LEADMatch WORKS:

One pixel to measure all! Our pixel enables data collection and delivery of postal addresses when placed on a webpage.

What does this do exactly? You can:

- Get a list of who came to your website and what actions they took
- Mail to unique visitors who came to your website who are not on your contact list
- Never guess again how effective your marketing campaign was



For more information contact Tom Tetrault at
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See our entry in the PAS Member Guide on pages 135 - 138.

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