

Integrated Lead Generation

REACH and GHS Chemical Container Labeling

- Targeted prospect database
- Campaign landing page
- 3 targeted email blasts
- Outbound telemarketing/lead qualification
- Call to action: “Sample Label Kit”
- Telesales to schedule appointments

1,364	Prospects reached
241	Leads and prospects generated
121	“Sample Label Kits” mailed
7	Appointments scheduled
\$82.86	Cost per lead
\$11,000	Total budget



“The companies identified, the level of details provided and the quality of the leads are excellent..”

Tim Wills
PEAK Technologies