



Clash-Media Market Position Paper

Proactive Online Lead Generation The next important development in Internet marketing

Customer acquisition is the cornerstone of business survival. This places great importance on the success of the sales and marketing process. A key focus for today's business is Internet advertising, where spend continues to grow around the globe as it becomes a more favoured means of marketing.

The rapid evolution in Internet-based technologies has resulted in a broad range of new approaches to online marketing, with a mass of options – enabled by these web technologies – to expand sales and marketing activities.

Many different techniques fall under the broad definition of 'Online Lead Generation', including Paid Search, Natural Search, Email Marketing, Price Comparison sites and ad networks. Many of these methods have inefficiencies that are unclear at the outset.

Proactive Online Lead Generation, which draws on Data Marketing, is a very new development, and is fast becoming the solution of choice for Internet marketers because it not only ensures that direct marketing activities are highly focused from a budgetary perspective, but that the right customers are targeted. Personalisation of service is increasingly important to customers and Proactive Online Lead Generation helps organisations achieve it.

This paper explains exactly how Proactive Online Lead Generation works, puts it into context with other internet marketing technologies and shows how major organisations are now adopting the new techniques to great effect.

1. The growth of Online Marketing
2. The business challenges of creating a direct marketing campaign
3. Current developments in lead generation technology and techniques – where Proactive Online Lead Generation fits
4. **Case Study** – how high street retailer Next generated almost 10,000 leads online for its Next Directory
5. **Case Study** – Harveys furniture store dramatically boosts sales leads by integrating Proactive Online Lead Generation with TV campaign
6. Clash-Media as a company

“Clash Media’s leads have given us an excellent return. Its solution is consistently proving to be one of our best data acquisition channels. The beauty of it for us is that all of the leads Clash-Media provides us with have been double opted-in and are non-incentivised, which gives us the comfort that we are paying for real prospects, with genuine interest and 100 per cent accurate contact details.” **Kevin Pratt, Marketing Manager, Cheapflights Limited**