

## *Are You Throwing Away More Than Half Your Leads?*

### **SecondApproach remarketing services ROI calculator from TARGUSinfo sizes up your missed inbound opportunities**

VIENNA, Va., June 2, 2008 — The pressure on marketers to produce a measurable return on investment (ROI) has fueled the rise of amazingly sophisticated lead generation tactics over the past few years.

Surprisingly, many of these savvy marketers throw away 60-80% of interested, motivated prospects who call in response to their marketing.

Most companies don't convert more than 20-40% of their inbound phone leads on the first call and don't ever find out who the rest of them are. How much ROI is a lead management system passing up if it lets more than half of inbound phone leads slip away?

For a typical company, following up with these interested prospects through SecondApproach<sup>SM</sup> automated remarketing services from TARGUSinfo has produced a top-line ROI of 600-800%. SecondApproach services automatically capture the caller's phone number and supply a verified name and address. Companies using the services provide their own artwork and, within 48 hours, TARGUSinfo sends a personalized direct mail piece to each prospect.

The missed opportunities uncovered by SecondApproach services quickly move the bottom line for lead generation. A direct response marketer has measured an amazing top-line ROI of more than 4,200% for the services and another who markets healthcare products measured a top-line ROI of 1,065%.

How much is your lead management program leaving on the table? You can easily find the potential impact of SecondApproach services on your company with the ROI calculator at [www.CalculateMyROI.com](http://www.CalculateMyROI.com).

The above ROI numbers reflect revenue directly attributable to SecondApproach services, measured against control groups for companies that have implemented the services. Other SecondApproach benchmarks include:

- Increasing conversion rates by an average of 34% for the program overall.
- Producing an average response rate of 6.1%, nearly triple the estimated industry-wide direct mail response rate of 2.15% in a recent Direct Marketing Association study.
- Yielding an average conversion rate of 3.6%, more than triple MarketingSherpa's industry estimate of a 1% conversion rate for multi-touch direct mail efforts.

“Lead management and automated outbound campaigns are both Gartner investment recommendations for a declining economy in its recent report, ‘How to Prioritize CRM Technology Investments in Different Economic Climates,’ ” said Joy Nemitz, TARGUSinfo SVP of Market Development. “An easy way to increase customer acquisition rates is to combine both technologies to convert more prospects during the two-week period before a prospect’s interest cools. SecondApproach services bring companies their full share of these missing conversions.”

SecondApproach services also allow companies to automatically send mailings with different offers based on profiles or demographics. For more information, visit [www.CalculateMyROI.com](http://www.CalculateMyROI.com).

### About TARGUSinfo

On-Demand Information<sup>SM</sup> services from TARGUSinfo provide unique identification, verification, qualification and location solutions that enable retailers, call-center operators, Web-based marketers, communication service providers and others to dramatically increase the quality of their services and the effectiveness of their marketing. A privately held company, TARGUSinfo is headquartered in Vienna, Va. For more information, visit [www.TARGUSinfo.com](http://www.TARGUSinfo.com).

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