

Media brand executives say lead gen is a top priority. Now you have a new source for leads.



Lead Gen Showcase

How many of your customers *don't* want sales leads? We all want leads! This is exactly why Readex is offering a new platform for lead generation called the Lead Gen Showcase.

Remember days gone by when printed "card decks" were more prolific? Our Showcase is the same concept, only electronic. And better yet, if someone is interested in a product or service, and becomes a lead, YOU get the credit.

Readex will take releases you supply or print ads and create a page for each in the electronic deck. Once it's ready to go, we'll send you a link and you can email to whatever list you may wish to use.

What's in it for you:

- You provide leads directly to your client.
- Help current clients. Get the attention of prospects.
- A new, proactive way to use releases and ads in your favor.
- A new service for you to deliver to your readers.
- Test the interest in new product/service categories.
- Free trial!

There is more to the story, so please contact Susan Griffith to see a demo and learn more about how the Lead Gen Showcase can benefit you, your customers and your team:

sgriffith@readexresearch.com 612.986.0109