

**Lead Generation - Consumers -
Patients - Optimal Channels for Better
ROI – US Mail, Web, Media**

CRMportals Inc.,
2005

Lead Generation Channels Compared

US Mail, Web, Media

- Usual US Mail approach – Typically get a list from vendors based on select criteria that are captured by them
- US Mail with analytical models – Use the list from the vendor, but use intelligent predictive method to rank potential consumers of you product and mail selectively
- Web Site Promotion – Build a brand web site, promote purely with Search Engine Optimization methods and manage regularly with consumer relevant content
- Web site advertisement – advertise with co-product companies or affinity products – cross selling
- Web affiliates – get a large collection of affiliates to sell your products – web sales people

Response Rate Differences in Lead Generation Channels – Based on Marketing Intelligence - US Mail, Web, Media

Channels of Consumer Reach	Reason	Response
Traditional US Mail	Considered Junk	0.06%
Analytical US Mail Approach	Right Person, Right Message working	5%
Web Site Promotion & SEO	People are coming to you for needs	3%
Web Advertisement	Co-products, Affinity, Cross-sell	2%
Web Affiliate Marketing	Web Sales people – pushy	1%

Unit Cost of Acquiring A Customer and ROI By Lead Generation Channels

Results Are Likely to Be Different for Your Product

		Unit Cost	ROI
US MAIL	Usual	\$ 100.00	0.50
	Analytical	\$ 10.00	4.80
Site Building and SEO		\$ 6.67	6.50
Web Advertising		\$ 6.58	6.60
Net Affiliate Marketing		\$ 8.75	4.71

Response Rates of Lead generation is significantly Increased with analytical CRM approach

Channels of Consumer Reach	Reason	Response
Traditional US Mail	Considered Junk	1.2%
Analytical US Mail Approach	Right Person, Right Message working	10%
Web Site Promotion & SEO	People are coming to you for needs	6%
Web Advertisement	Co-products, Affinity, Cross-sell	4%
Web Affiliate Marketing	Web Sales people – pushy	2%

Unit Costs of Lead Generation are significantly reduced by Analytical CRM

		Unit Cost	ROI
US MAIL	Usual	\$ 100.00	0.50
	Analytical	\$ 10.00	4.80
Site Building and SEO		\$ 6.67	6.50
Web Advertising		\$ 6.58	6.60
Net Affiliate Marketing		\$ 8.75	4.71

Should you invest only with the best lead generation channel ?

- The kinds of customers you get are different between web and US mail and infact different segments of consumers come from different channels and had to be treated differently for offers
- If we decide to keep US mail approach, then the best thing companies can do is use analytical methods to optimize the right person, right message methodology
- While it is true that in the web, leads through the web site building and site promotion is critical, it is also important to place advertisements in other people's site and to build affiliate marketing networks
- Most of the companies do not realize the importance of net affiliate marketing, which is just catching up
- The response rates among web site promotion, web advertisement, and net affiliates vary significantly, because of the types of customers who seek such information

Do You Want to Know How to Generate Leads With Optimal ROI?

Send me an email: nethra@crmportals.com