

Digital Marketing & Lead Processing Case Study

Q1, 2018

This analysis is focusing on a 38 month period: November 2014 - January 2018.

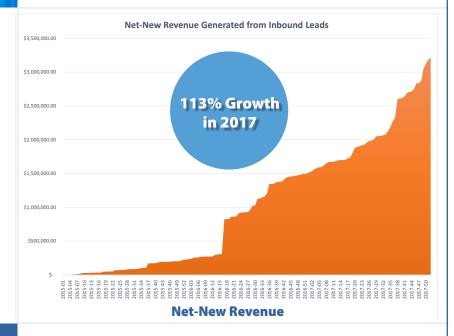
The agreement:

- 1. Build a New Website
- 2. Initiate a Digital Marketing Program
- 3. Conduct Lead Processing Activities
- ► Leads resulting from Organic Search responsible for average of \$47,654 per month in net-new revenue for client.
- ► Paid Search had average spend of \$2,682, responsible for average of \$30,488 per month in closed business for client.

OnTarget Partners marketing, sales and research solutions support B2B Executives and Marketers by offering "Intelligence for Business®" via specific lines of service, delivered primarily on an outsourced basis.

OnTarget Services:

- Tactical Research
- Digital Marketing
- Targeted Prospecting
- Lead Processing
- Marketing Analytics



Contact Us:

7460 Warren Parkway, Suite 170 Frisco, Texas 75034 (469) 200-4901

Ed Trachier, CEO
OnTargetPartners.com
Trachier@OnTargetPartners.com

Sources of Net-New Revenue include:

- Organic Search
- Paid Search
- Direct Visits
- Email Conversions
- Referral Visits