



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



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Sources of Net-New Revenue include:

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