



PERFORMANCE- BASED

Measure Your Success



ADVANTAGE
BUSINESS MARKETING
Measure. Optimize. Succeed. >



How can you improve unless you know where you stand? In-depth data can give you an

accurate measure of performance.

THE RIGHT MEASUREMENTS

PERFORMANCE-BASED MARKETING IS A DYNAMIC METHOD THAT RELIES ON TARGETING AND INTERACTING WITH A SPECIFIC AUDIENCE TO PRODUCE ACTIONABLE DATA. IT IS ALSO COMMONLY CALLED PAY-FOR-PERFORMANCE ADVERTISING BECAUSE **CLIENTS ONLY PAY FOR CALCULABLE RESULTS.**

THE TWO MOST COMMON OPTIONS FOR BUYING PERFORMANCE-BASED MARKETING ARE

COST-PER-CLICK (CPC) & COST-PER-LEAD (CPL)

BOTH METHODS BREAK AWAY FROM TRADITIONAL BRANDING EFFORTS, GIVING MARKETERS:



BUDGETARY CONTROL

These programs are lower-risk by nature, as you pay only for results.



CAMPAIGN ACCOUNTABILITY

Solution providers must prove their value, strengthening the relationship between themselves, marketers and audiences.



PRACTICAL METRICS

Beyond ensuring your marketing dollars are well spent, the data generated provides you with valuable insights into your prospects and the market itself.

“I KNOW THAT HALF OF MY ADVERTISING DOLLARS ARE WASTED, I JUST DON’T KNOW WHICH HALF.”

DRIVE TRAFFIC

COST-PER-CLICK CAMPAIGNS ARE A QUICK, AFFORDABLE SOLUTION FOR MARKETERS LOOKING TO INCREASE SITE TRAFFIC.

A NUMBER OF COMPANIES CURRENTLY PROVIDE SERVICES WHERE KEYWORDS CAN BE BID ON AND PLACED IN FRONT OF AUDIENCES WHO USE THOSE KEYWORDS ON WELL-KNOWN SEARCH ENGINES, BUT A HYBRID MARKETING/PUBLISHING GROUP CAN:



Offer flat-rate CPC programs, requiring far less monitoring on your part



Better segment target audiences on the provider's own publishing channels



Filter your results so that you never pay for bot-generated or duplicate clicks

YOU ONLY PAY FOR ACTUAL CLICKS THAT BRING USERS TO YOUR PAGE OR SITE

CPC VISITORS ARE

50% MORE LIKELY TO PURCHASE SOMETHING

BENEFITS

Traffic is targeted precisely, based on your requirements



Programs are set up quickly, & instantly begin providing click results



Potential clients are brought directly to your site or product page, driving sales



Gain leverage against competitors, regardless of size & budget



GENERATE LEADS

BASED ON YOUR IDEAL REQUIREMENTS, LEAD GENERATION PROGRAMS
PROVIDE QUALIFIED LEADS DIRECTLY TO YOUR SALES OR
MARKETING TEAM.

STEP 1:

Your marketing provider presents an informational asset (like a white paper, case study, or webinar) to a specifically targeted audience, asking them to provide a few pieces of information such as contact and firmographic details in return.

STEP 2:

The provider then vets each lead to provide you with a "clean" list of qualified prospects.

YOU ONLY PAY FOR LEADS THAT
MEET YOUR PREDETERMINED CRITERIA.

BENEFITS

Easily collect leads
that are already
de-duped &
cleansed



Grow your
client/prospect list
efficiently

Reach out to
warm leads—
no more cold calls



9 OUT OF 10 OF TOP-LEVEL B2B DECISION-MAKERS
DO NOT RESPOND
TO COLD OUTREACH

KEVIN SCOTT, LINKEDIN



ACCURATE BAROMETER

ADVANTAGE BUSINESS MARKETING OFFERS MORE
THAN JUST TRAFFIC OR LEAD GENERATION CAMPAIGNS...

1

You are provided with a dedicated team that manages your campaign from beginning to end, optimizing a strategy that maximizes value for your money.

2

We will fine-tune your campaign as needed, from helping to choose or create the perfect assets or ads to selecting the ideal media channels for your product or service.

3

You'll receive status updates on a regular basis that include actionable data on your clicks or leads.

CONTINUAL CONTACT FROM ADVANTAGE'S MARKETING EXPERTS ENSURES THAT YOU ARE ALWAYS IN CONTROL OF YOUR MARKETING BUDGET. PROGRAMS CAN BE SCALED AS NECESSARY TO INCREASE LEADS OR CLICKS AT ANY TIME— **GIVING YOU ENDLESS CAMPAIGN OPTIONS.**

Let the experts
manage your campaign.

Optimally tailored
for any budget.



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