

## LEADMatch

**You never knew who came to your website from your mailing... until now.**

Colorworks is bringing you an advanced measurement solution system able to track and record exactly who visited your website as a result of your mailing, regardless of whether or not they took an action.



### What about all your other website visitors?

In addition, LEADMatch gives you the opportunity to mail to website visitors who came not as result of your mailing.

### HOW LEADMatch WORKS:

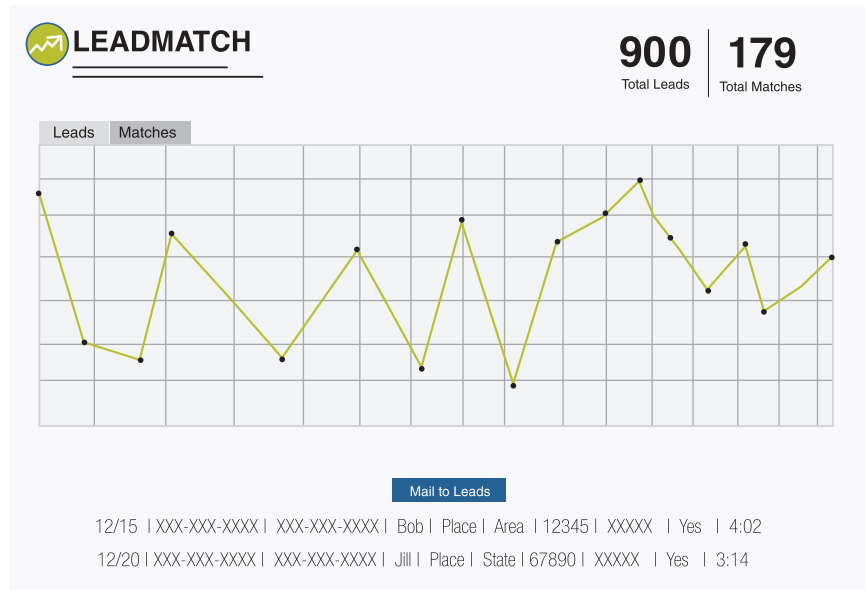
One pixel to measure all! Our pixel enables data collection and delivery of postal addresses when placed on a webpage.

### What does this do exactly? You can:

- Get a list of who came to your website from the mailing list and what actions they took
- Mail to unique visitors who came to your website who weren't on your mailing list
- Never guess again how effective your direct mail campaign was



You'll have access to a dashboard that lists each match, their info and their actions on your website.



## Our LEADMatch system can be bucketed into two main categories:

1. Measurement/Attribution
2. Building a mailing list of unique website visitors

Yeah, sure it's a little "Big Brother," but as marketers, we need this info to better target leads. There's never been a better way to get true attribution of direct mail by disclosing who came to the website that was on the mailing list!



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