

information LINK

ONLINE

Generating qualified consumer enquiries online through www.information-link.co.uk!

Key Benefits of using our Information Link programme:-

- No Risk - you Only pay a fixed cost per Re-Confirmed enquiry.
- 100% accurate Re-Confirmed email address with every enquiry generated.
- All enquiries generated have been Re-Confirmed as qualified enquiries.
- Enquiries are delivered daily by email or live fed into your system.
- Immediate interaction and conversions through the voucher code system.
- No pre-populated or forced selections.

For quality purposes, there are **3** critical processes applied for generating and processing leads!

1 Generating the Lead

Driven through e-newsletters, search, contextual links and selected networks.

2 Qualification and Re-Confirmation

This process guarantees a 100% correct email address.

3 Thank You - Follow-up

Having successfully received a Re-Confirmed request, we deliver our Thank You email.

Delivery of Your Enquiries

- Every address is PAF validated which ensures they are accurate and genuine.
- Consumer must complete their personal details every time they use www.information-link.co.uk, there is no pre-population of their details or log-in option which makes requesting information too easy.
- Enquiries can be delivered daily by email, fed through a live link into your systems, or you can retrieve your data through the client admin page on the site.

1 Consumer arrives at www.information-link.co.uk.

1 Selections are made from a choice of free catalogues, brochures and information.

2 Our Re-Confirmation email requires the consumer to Re-Confirm their request as correct and genuine.

2 Only consumers that Re-Confirm their request are delivered to you as a qualified lead.

3 Consumer can purchase from your site by redeeming the voucher code that we deliver.

3 Your web hyperlink invites the consumer to visit your website.

The collage illustrates the user journey from website selection to email confirmation and final purchase. It includes screenshots of the 'My Selections' page, 'FREE CATALOGUE' sections for various brands like 'tearcraft' and 'Petite Affair', and email confirmations that include a 'Request your FREE' banner, a confirmation message to 'Dear Julie Jones' with an order number, and a list of selected items with voucher codes.

A truly risk free lead generation programme delivering qualified consumer enquiries!

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