

# telephone LINK

## Generating quality consumer leads through the Telephone!

**Totally non-incentivised telephone survey, using predefined core demographics such as age and homeownership.**

### Key benefits of using our Telephone Link programme:-

- No Risk – you Only pay a fixed cost for each positive lead generated.
- Questions are tailor made to suit your requirements.
- All leads have full name and PAF valid address.
- All telephone numbers have been verified as genuine and accurate.
- When required, a 100% email address match can be delivered with your leads.
- All leads can be delivered through a live feed by email, or can be batched and delivered daily - or both.
- Test volumes are available.

**Caller:** Am I speaking with Mrs Smith?

**Recipient:** Yes you are.

**Caller:** We are conducting a small survey, would you mind answering a few questions?

**Recipient:** Yes, that's fine.

### ...some qualifying questions later

(question is being served to consumers who have indicated they donate to charity)

**Caller:** Would you consider donating a small monthly amount if that would provide a small child in a 3rd world country with much improved education and health care?

**Recipient:** yes, I would consider doing that.

### ...some more qualifying questions later

(question is being served to a homeowner of a certain age)

**Caller:** A loft conversion will both add much needed space to your house as well as adding value to your house. Would you be interested in talking to a consultant?

**Recipient:** yes, that's fine. I am interested to find out how a loft conversion could work for me.

**A truly risk free lead generation method delivering the freshest leads!**