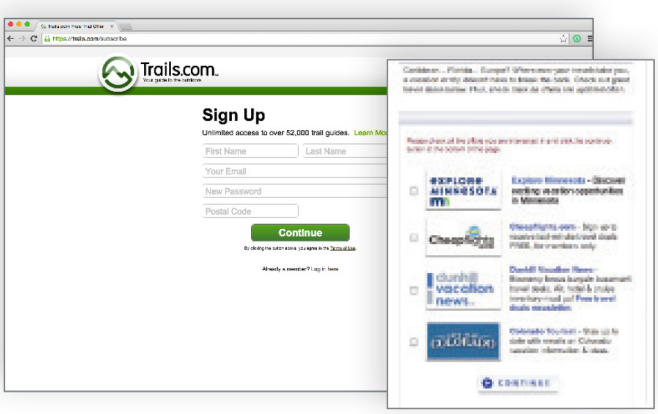
Connect

Online Lead Generation

Key Benefits:

- Qualified, double-validated leads from co-registration generation
- Specific check-box featuring your destination, displayed with other registration options, increases qualification and reduces cost
- Email and mailing addresses are checked for validity and against ‘do not call’ lists before we complete your program and fulfill the guaranteed minimum number of leads
- Leads are not “pre-checked”or “incentivized”



Co-Registration Lead Gen Process:

- Our lead generation partners are selected based on behavioral and geographic targeting specifications delivered by our clients.
- Partner websites (like Trails.com and hundreds of others) attract site traffic based upon the merits of their own content.
- When a site user registers to receive ongoing information from a partner site, they provide their contact information including name, mailing address, and email address.
- As this registration is voluntary and specifically selected to receive information with perceived value to the user, the quality of this contact information is extremely high.
- Site opt-in contacts are given the opportunity to voluntarily opt in to receive travel information from selected partners. Leads are not incentivized or “pre-checked”
- After being validated, opt-in leads are compiled and sent in weekly bundles to partners.