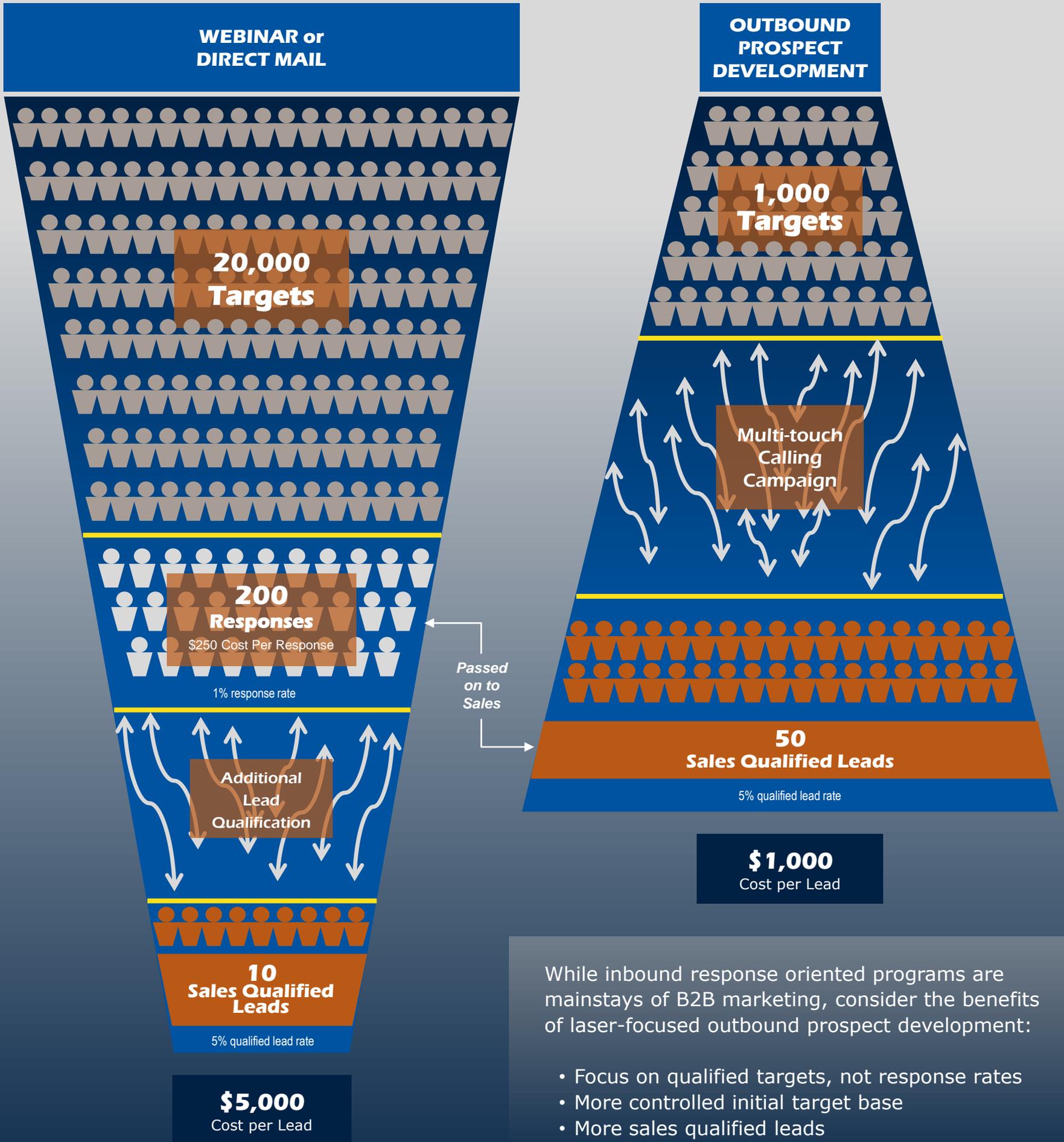


COST PER LEAD:

Shotgun vs. Laser Beam Approach

\$50,000 CAMPAIGN OPTIONS



While inbound response oriented programs are mainstays of B2B marketing, consider the benefits of laser-focused outbound prospect development:

- Focus on qualified targets, not response rates
- More controlled initial target base
- More sales qualified leads
- Larger, more strategic deals

Source: *How Much Should a Lead Cost* - PointClear White Paper

PointClear is the sales lead generation authority, with more than 20 years experience helping B2B companies achieve high levels of sales and marketing performance. With a strategic, analytically oriented approach to prospect development, PointClear helps you create best-in-class sales and marketing organizations that close up to five times more deals.

Contact PointClear for laser-focused prospect development.

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