



KEEPING CUSTOMERS ON TRACK WITH CONVERSIONMAIL

“ConversionMail has been great to work with and extremely consistent. Over the past year, conversionMail will have brought back over \$150,000 in lost potential sales and revenue. Results from MediaTrust’s conversionMail service have surpassed expectations.”

-Jeff Bartlett, President and Co-Founder, ConsumerTrack

About MediaTrust
MediaTrust makes pay-for-results online advertising easier. MediaTrust offers an innovative online technology platform, supported by best-in-class service, and access to the best direct response advertisers and affiliate publishers in the industry. The Company’s offering enables its publisher and advertiser partners to easily create and deploy pay-for-performance marketing campaigns that deliver leads and sales.

The Challenge

- ConsumerTrack is an integrated marketing firm that provides free, value-added services that allows consumers to find the most competitive services for their needs and provides businesses with high impact, high value customer acquisitions.
- ConsumerTrack operates customer acquisition programs for an online credit report service that sought to maximize the value of their web traffic.
- ConsumerTrack wanted to optimize their site conversion and increase their monetization of interested consumers who did not complete a full submit for a credit report.

The Solution

- With conversionMail, MediaTrust provided a way for ConsumerTrack to market to consumers that didn’t complete a request for a credit report by following up with them with a real-time email response asking the consumer to come back and try the offer.
- The responses were personalized, targeted, timely and aligned with Mediastrust’s mission to allow Advertisers to mail relevant and engaging emails.
- MediaTrust took care of all setup work, creative support, compliance, development, ongoing maintenance, and optimization.
- conversionMail provided a cost effective solution by providing all services on a unique performance based (CPA) pricing model enabling ConsumerTrack to increase conversions at a reduced cost and attain profit for their marketing efforts.

The Results

- In one short year of working with conversionMail, ConsumerTrack was able to generate over \$150,000 in revenue that would have been lost otherwise.