



How can Surround & Intent Marketing work for you?

Surround & Intent Marketing maximizes customer response through a data-driven understanding of online behavior that predicts intent, and drives action through a dynamic combination of search and social media marketing.

This results in measurably improved marketing performance.

PERFORMANCE LEADS™

Performance Leads™ uses a proven adaptive technology that enables you to acquire high quality leads across paid search, display & ad networks.

ARE YOU INTERESTED IN GETTING MORE LEADS FOR LESS?

Features

- Intelligent campaign planning system maps 3 main search engines, vertical search & leading PPC networks
- AutoBid Recommendations Engine™ dynamically manages search engine bids in real-time to acquire high-quality low-cost leads
- Conversion Optimizer™ selects the best performing conversion path elements to acquire leads more effectively



Benefits

- Get high quality leads at optimum cost and volumes
- Increase your ability to accurately predict and scale campaigns based on your marketing budgets
- Maximize results on your marketing investments

Pricing & Deployment

- The Performance Leads™ solution deployment typically requires between 60-90 days to calibrate for your business/industry. Pricing starts at \$15,000 per month (including assumed media spends) depending on your requirements.

Customer Acquisition Solutions by Position²

- Performance Leads™
- Social Leads™
- Trial Calibrator™
- Organic Rank Optimizer™

About Position²

Position² is a leading search & social media marketing firm that delivers continuous growth for its customers through the proprietary 'surround & intent marketing' methodology.

- Adaptive search technology solution that is customizable to different clients' evolving marketing needs
- Integrated social media marketing that engages your customers at multiple touch-points in the online environment
- Maximizes marketing cycles
- People, process, technology