

Intelligent acquisition solutions that deliver D2C growth

What you get

	Engaged with your brand	Buying from your brand
	Choose this option if you want new opted in leads plus a partner that's genuinely incentivised to achieve your KPI	Choose this option if you want new customers plus a partner that delivers D2C growth for major brands
A fixed per lead price for GDPR opted-in prospects	10,000 Example	10,000 Example
Confidence that the lead has been verified	✓	✓
All branded assets and offer for the lead generation	✓	✓
GDPR compliant data capture forms	✓	✓
Insight driven creative concepts		✓
An omni-channel addressable audience campaign strategy		✓
Channel creative across emails, DM, social, online display and video on demand		✓
End to end campaign management and delivery		✓
Robust incremental campaign results		✓
Total cost:	£15k one-off + £1.32/lead (for a well known brand)	£50k-£85k for 3 month conversion activity +£1.32/lead

Recent Results

30

30% increase in response
from new channels (VOD)

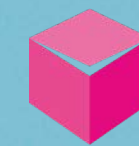
23

23 years of partnership and
always-on optimisation

7000

Over 7,000
incremental customers
in the first 6 months

“Indicia’s expertise in customer analytics lets us understand our prospects just as well as our customers. Not only this, they always execute their insight through beautiful, timely and intuitive communications that deliver measurable results.”

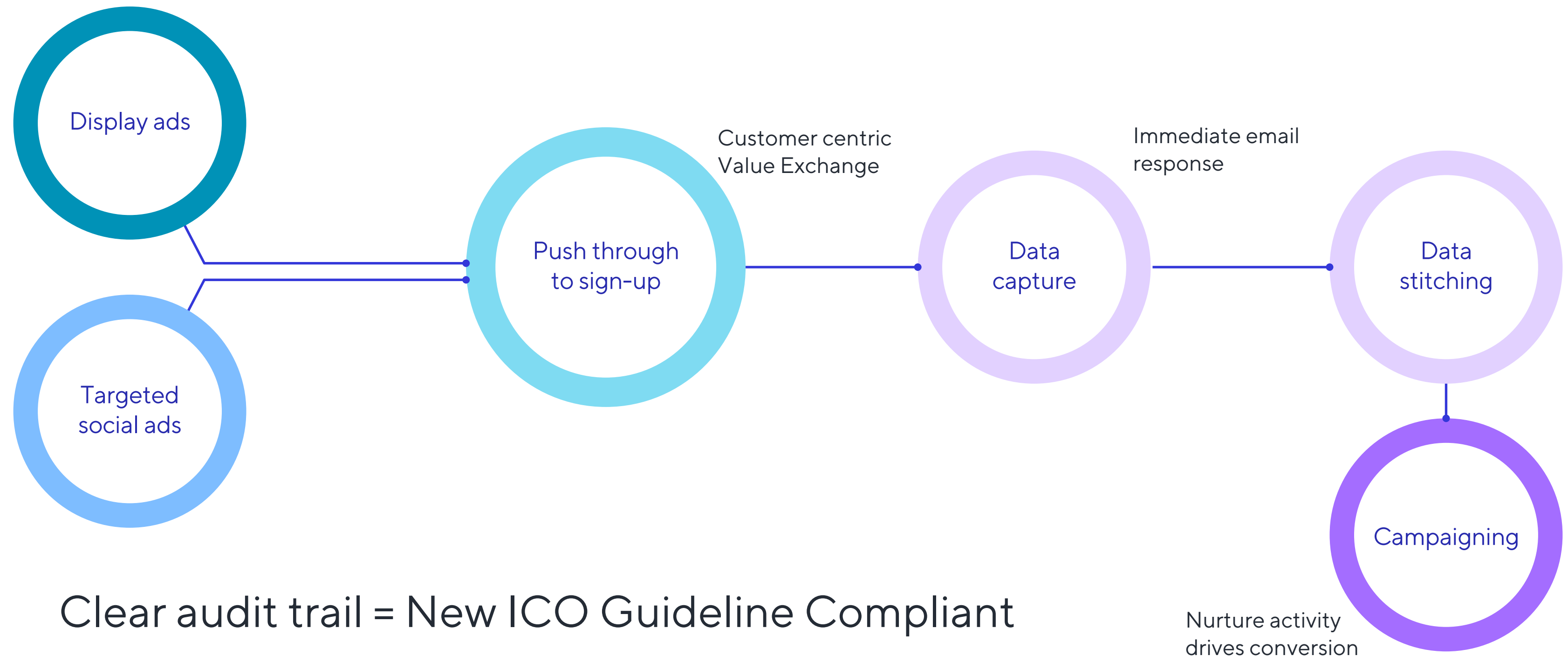


THE
VERY
GROUP



1st party data collection within new ICO guidelines

How it works



We work with a wide variety of lead generation partners depending upon the campaign

For example, some of our automotive partners include...

 AutoTrader

 PistonHeads

dianomi™

 PetrolPrices!

20+ email broadcasters to auto intenders,
including:



UCAS

MOTORISTS CLUB



WHATCAR?

 Car Keys

ask@price

sophus3

carbuyer

Auto
EXPRESS

car

PARKERS

 Regit
Formerly
Motoring.co.uk

motor1.com

HONESTJOHN.co.uk

next
greencar™

ZAP MAP

 Gumtree

Long-standing
global relationships



10+ years



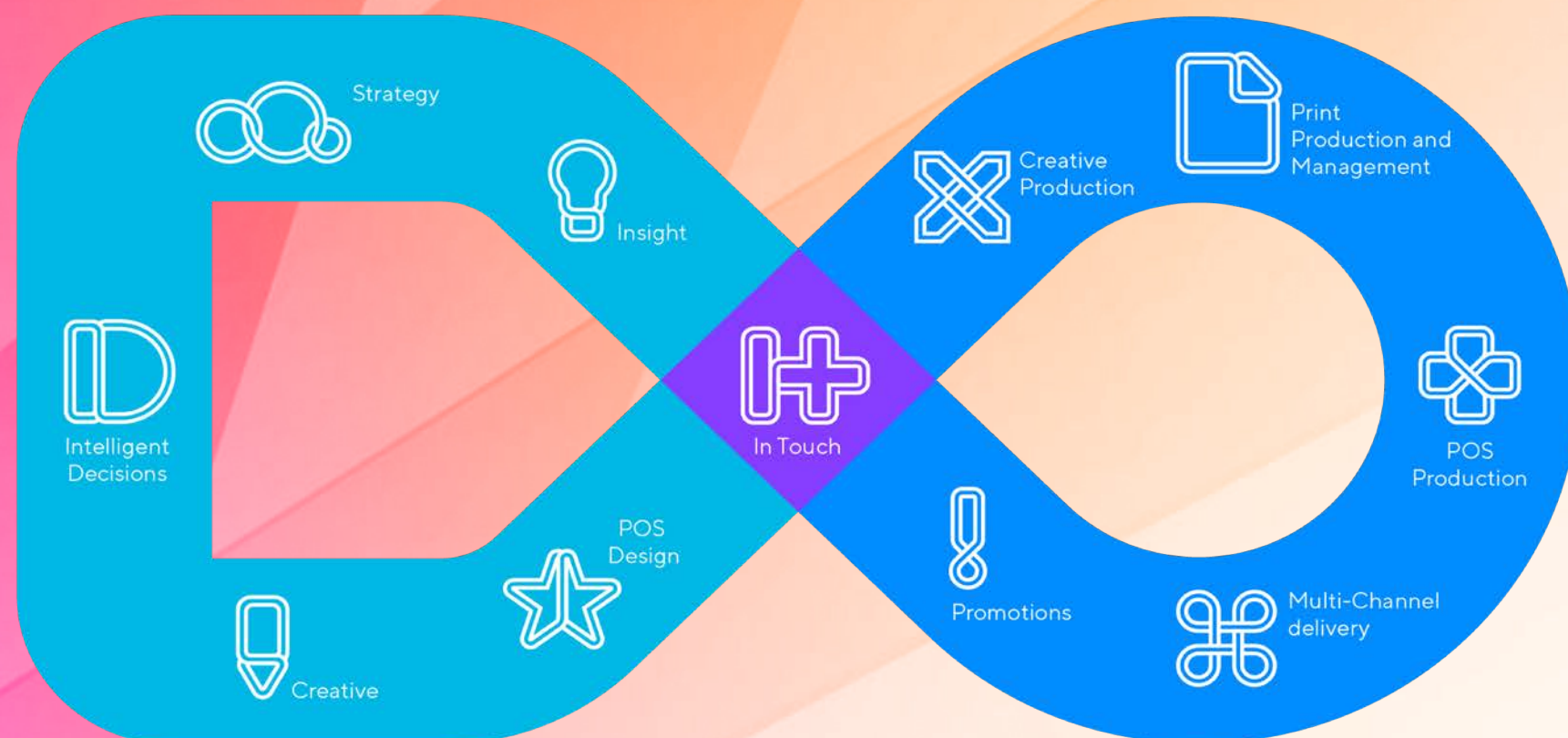
7+ years



3+ years



References from any of these brands can be organised on request



A world-leading communications
agency, with global production capability.
All under one roof.

£400m

annual turnover

Built on longevity

23yrs

Longest client relationship

Working with

500

brands globally

Active in over

35

markets

Over

700

employees

Get started building D2C growth today

Contact Alan Thorpe

alan.thorpe@indicia.konicaminolta.com

+44 (0)7710 404 382