

# Intelligent acquisition solutions that deliver D2C growth

## What you get

	Engaged with your brand	Buying from your brand
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		✓

### Engaged with your brand

Choose this option if you want new opted in leads plus a partner that's genuinely incentivised to achieve your KPI

### Buying from your brand

Choose this option if you want new customers plus a partner that delivers D2C growth for major brands

**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.”

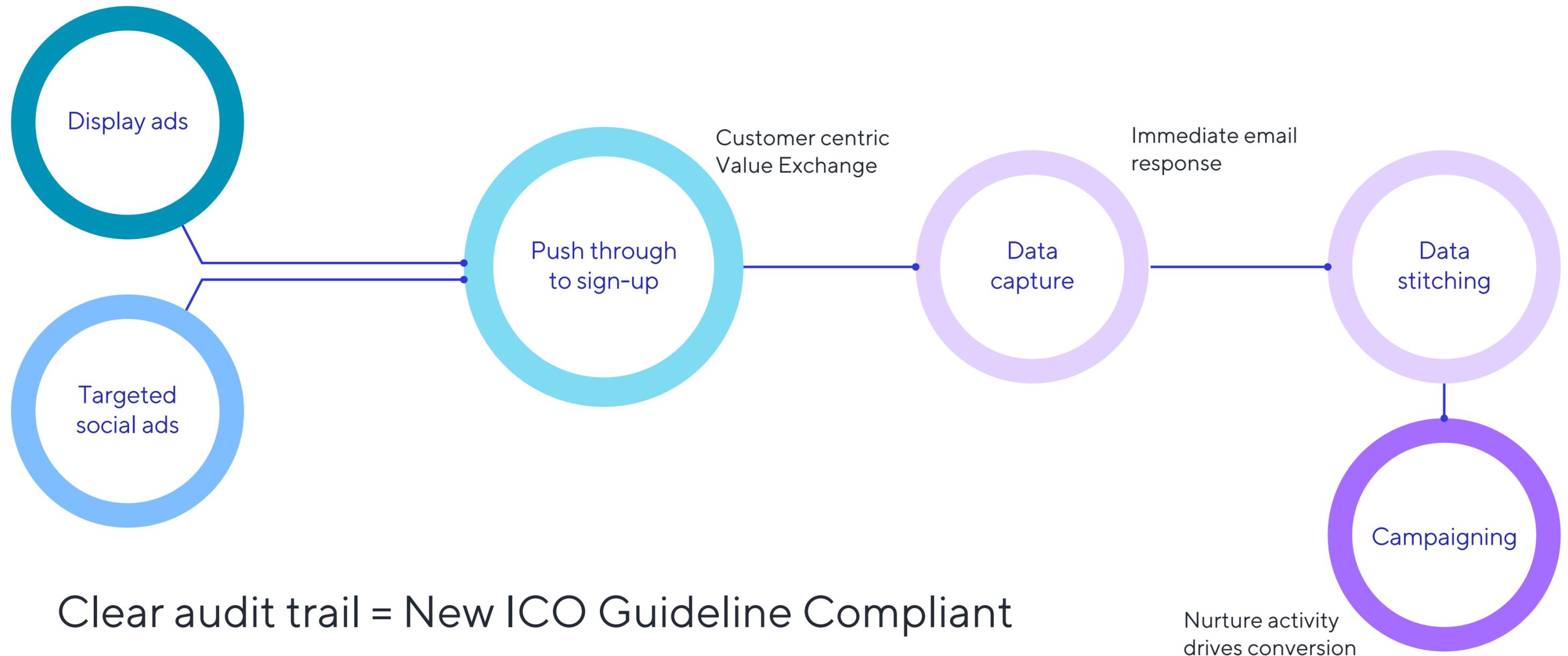


THE  
VERY  
GROUP



# 1<sup>st</sup> 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...



20+ email broadcasters to auto intenders, including:



Long-standing  
global relationships



10+ years



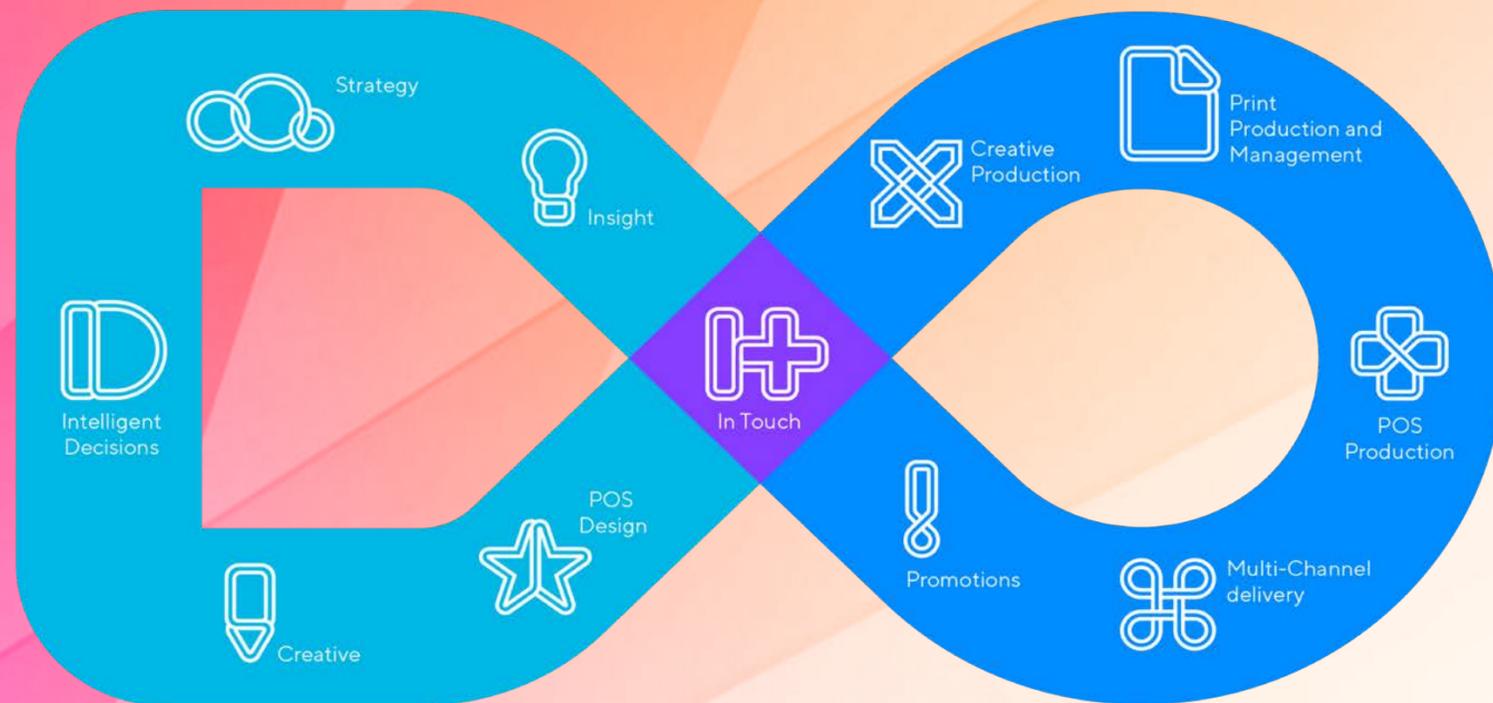
7+ years



3+ years



References from any of these brands can be organised on request



£400m  
annual turnover

Built on longevity  
**23yrs**  
Longest client relationship

Working with  
**500**  
brands globally

Active in over  
**35**  
markets

Over  
**700**  
employees

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

Get started building D2C growth today  
Contact Alan Thorpe  
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