



Frequently Asked Questions

1. What is MPA Lead Chaser?

MPA Lead Chaser is a new marketing tool with one purpose: maximize advertising dollars by capturing and following up with every lead driven to an advertiser's Web site from MPA Media e-newsletter banners and Exclusive emails. MPA Lead Chaser identifies and builds micro-targeted databases of prospects that can be converted from Leads to Sales. It's a proprietary platform available only through MPA Media.

2. What problems does MPA Lead Chaser solve?

- No more missed sales opportunities from anonymous, untracked Web site visits
- Helps advertisers develop and nurture relationships via multiple touch points

3. How does MPA Lead Chaser it work?





4. **How will MPA Lead Chaser benefit advertisers?**

- Captures every prospect visiting an advertiser's Web site via clicks within MPA Media email advertising vehicles
- Generates unique databases and automates the follow up process
- Provides opportunities to present unique offers to “hot leads” who respond to multiple touches
- Reaches out to every lead up to 14 times in one year
- Provides timely reporting with valuable behavioral insights

5. **Do advertisers need to utilize MPA Media e-newsletters and/or exclusive emails in order to benefit from MPA Lead Chaser?**

Yes. Initially, MPA Lead Chaser will only be available through Deals & Events and News Update e-newsletters, and Exclusive emails.

6. **Is reporting available?**

Yes, MPA Lead Chaser will provide extensive reporting that will give advertisers a better understanding of what offers receive the best responses. Advertisers will see how their lead nurturing program is working and be able to modify it for greater success.

7. **How will advertisers know a customer converted from MPA Lead Chaser?**

MPA Lead Chaser's detailed reports will give advertisers information that will help identify sales conversions based on responses to any and all MPA Media banners and emails.

8. **What is the difference between a warm lead and a hot lead?**

Warm leads are prospects who click on an advertiser's Deals & Events or News Update e-newsletter banner ad, or interact with an exclusive email. A warm lead turns into a hot lead when the lead expresses interest a second time, e.g., responds to a follow up email.





9. **How can advertisers address messaging and ad fatigue?**

Through the unique MPA Lead Chaser format, advertisers can rotate their banner ads and target "warm" and "hot" leads with applicable offers. To assist advertisers in creating email campaigns that achieve optimal response, MPA Media has created Messaging Guidelines and email templates for developing the necessary outbound email responses (24-hour, 2-Week, and Monthlies).

10. **Who owns the databases of leads?**

Since the inception of the Internet, MPA Media has been committed to insuring that doctors' email addresses are never sold, rented or given to non-affiliate organizations. Doctors' email addresses are kept in a secure database for advertisers to use, but are never revealed. MPA Media retains ownership of MPA Lead Chaser databases and will manage all outbound communication and reporting on behalf of each advertiser.

11. **What is the cost?**

Based on historical banner response rates, MPA Lead Chaser will add an average of \$100-\$150 per month to an advertiser's yearly e-newsletter campaign. Pricing is based on a nominal, one-time set up fee, plus a cost per lead basis. Advertisers should discuss program options with their MPA Media Advertising AE.

12. **Can I reach readers of specific articles via MPA Lead Chaser?**

COMING SOON: MPA Lead Chaser will create additional leads generated by readership of relevant articles.

