



Lifestyles Online are leaders in Consumer Generated Contact.

Simply put, Consumer Generated Contact means no marketing budget is spent until a consumer sees who you are, understands what you do and says, without incentive - 'Please contact me, I am interested in what you can offer'. Consumers give positive permission to be contacted by you, by the medium of their choice (i.e. by post, telephone or email).

Online consumers are empowered and expect to initiate the contact from companies, so instead of spending budget on display advertising or cold outbound contact, wait and let them make the first move.

This model delivers exceptional ROI fully trackable and scalable.

How the process works

1 Internet users visit one of our entertainment sites and register.



2 Users details are fully validated. Users are geodemographically profiled to relevant partners (i.e. homeowners, with children).



3 Users log in and answer profiled partner surveys.



4 Users are not incentivised to answer partners surveys with any particular response.



5 If a user answers positively to a partner survey, immediate marketing takes place for live conversion to customer to deliver immediate ROI.



6 Once positive opt-in is received the users full details are delivered to the partner in realtime for ongoing marketing communications.



Lifestyles Online has case studies and details of campaigns across many market sectors. Please contact us for details.

We believe in transparent marketing practices to help marketing teams deliver against their required ROI.

Partner testimonial

"Lifestyles Online smart approach to data capture enabled me to build a database that not only reacted there and then but has continued to be responsive some months later, I know that they absolutely found the right customer profile for my business. We're experiencing strong results with the data captured by Lifestyles Online, quite simply these leads are turning into sales."

Simon Marriott - Owner – Global Income Solutions



Contact us

For a reliable, regular supply of targeted prospect data, contact:

+44 (0)1225 750169

+44 (0)1225 750164

victoria.hann@lifestylesonline.co.uk

