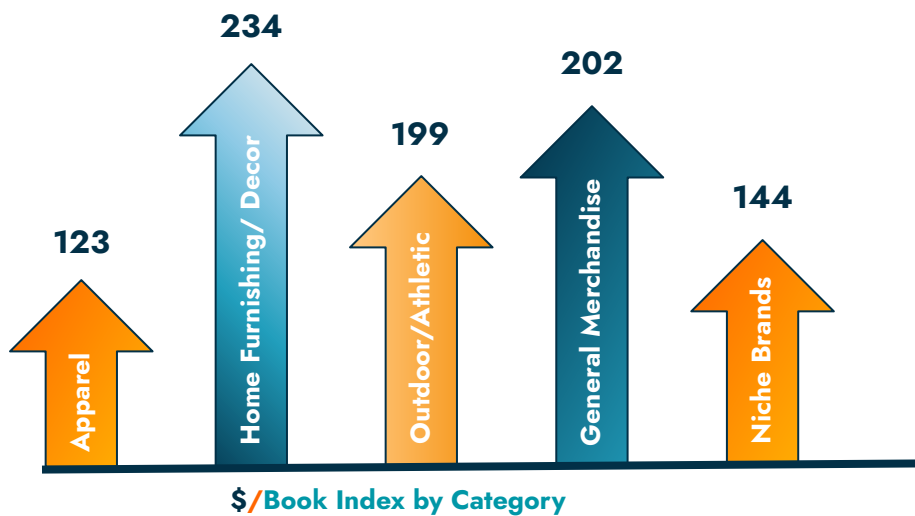


Transform Your Unknown Website Visitors Into New Customers

- ✓ Turn “lost” website traffic into revenue
- ✓ Increase response rates and ROI
- ✓ Get results like these:



“We’re thrilled with the results we are getting with the Path2Response enhanced site visitation data. We are seeing results around 300 index for \$/bk. I highly recommend testing!”

- Director of Circulation, Home Furnishing Brand

Add a website tag to enhance your Path2Response model and supercharge results!

STEP ONE

Add a simple piece of code - a tag - to your website. The tag is invisible to visitors, and does not impact your site performance.

STEP TWO

The website tag helps us match your site visitors to individuals in the ever-expanding Path2Response database.

STEP THREE

Path2Response enhances your audience model with site visitor data and you get supercharged results!