

HOW CONFIDENT ARE YOU IN YOUR DIGITAL PERFORMANCE?

LQ is a digital customer acquisition company. We partner with leading brands to help them win more of their most profitable customers by becoming an extension of your team to drive higher qualified, higher converting leads. Each of our service offerings can be stand-alone, or for better results, work in concert together to deliver quality customers.

TAKE CONTROL OF THE DIGITAL SHELF SPACE

SEO + PAID SEARCH

If Google, Bing, and Yahoo are grocery stores, think of search terms as 'aisles' and search results as 'shelf space.' LQ helps brands dominate the shelves by maximizing their position through SEO, paid search, social, and partner marketing strategies. Our deep practice in performance and profitability means you'll be able to execute all key aspects of paid search including keyword segmentation, customized ad copy, advanced keyword bidding strategies, and insight-oriented reporting that creates action plans from raw data.

MOBILE

Mobile is now the predominant access point to media for most digital platforms today. As such having a seamless mobile experience is now table stakes for effective customer acquisition. LQ views mobile as its own swimlane, starting from the ad impression all the way to lead response and qualification. Our efforts balance providing value to the customer through the mobile web experience and enable a seamless transition to a live contact center. This enables high-touch customer engagement targeted towards your most valuable customers.

PAID SOCIAL + DISPLAY

With improvements in Facebook's native platform and the vast audience that engages on it, there are exciting new opportunities for brands to find key audiences and tailor an offer or message to drive improved conversion. LQ helps our clients master hyper-targeting on Facebook by leveraging their own SEM data and first-party data to create powerful look-alike audiences and detailed segmentation. The result—significantly boost acquisition at a lower cost.

AFFILIATE MARKETING

Many brands miss a significant opportunity to grow customer acquisition by not integrating their search strategy with a well-managed partner program. LQ's deep affiliate experience allows us to build and manage these programs as part of a coordinated search strategy to maximize the 'shelf space'. Through recruitment and education of quality affiliates (i.e. no fraud or lead cannibalization), LQ strives to build out a long-term strategy with affiliates who will not only promote your brand, but generate you some serious cash. Before we begin any engagement, LQ will gain a full understanding of your business model and acquisition profitability thresholds. From there, we work closely with your platform providers, publisher base and your marketing team to deliver a completely transparent format for success.



ACCELERATE CONVERSION

CONVERSION RATE OPTIMIZATION

LQ provides a fully-integrated testing and optimization team to develop strategies for landing pages, mobile experiences, and new customer segments. And we are motivated to continuously optimize because we're paid on performance. Our design and development team will own the execution of the design, code the front end, and deploy on your CMS.

CONTACT CENTER

Digital acquisition isn't just about getting leads into the top of your funnel. You need to shorten the time it takes to turn those leads into quantifiable sales opportunities. Our integrated inbound and outbound contact center solutions deliver speed and consistency into the lead qualification process, allowing our clients to quickly isolate the lead source as the sole variable affecting lead conversion. We leverage over 200 full-time, US-based representatives, customize quality control processes and systems to ensure that 100% of your

online inquiries are contacted within seconds of receiving the lead. They are trained with strict script adherence and transfer processes to remove any contamination of the lead quality. Average contact rates are 40-60%, with a transfer rate of 40-60% which leads to an overall qualification rate in the 25-35% range.

DATA + INSIGHTS

Data is the moment of truth at LQ. We are obsessed with LTV, and we partner with our clients' acquisition team to constantly measure whether we are hitting the mark. Our proprietary data and analytics platform ingests your data via API from over 15 sources and channels including ad platform, web analytics, search engine, social media, call center, CRM and transactional data. The end result? Full funnel measurement.

LQ Digital is a customer acquisition company. Our mission is to help brands win profitable customers. We do this with our people, our technology platform and our full funnel approach. What makes us unique is we are obsessed with lifetime value, are paid on performance and bring an objective marketwide perspective on your acquisition strategy. Call 1.800.670.3515 now and speak with one of our digital media specialists or visit us at lqdigital.com and start today.

