

Lead Enhancement Programs

Turn data into knowledge using qualifying information from Cygnus Analytics to enhance leads with demographic and behavioral information

Profiler Lead Program

Getting lots of leads, but not sure WHO they really are?

The Cygnus **"Profiler" Lead Program** helps fill in the blanks by adding qualifying information from our database to identify demographic information that helps you target your marketing follow up.

Leave the detective work to us and let the Cygnus "Profiler" program give you a more compelling and complete picture of your sales leads.



Lead Enrichment Program

Have too many sales leads for appropriate follow up?

The Cygnus **Lead Enrichment Program** can help by developing an integrated media package to evolve your prospects and identify the potential buyers.

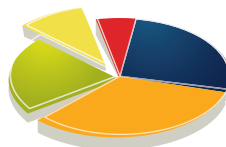
This approach to nurturing sales leads will build your brand and keep you "top of mind" with your customers.

Proven benefits

- Higher quality leads
- Increased conversion rates
- Shortened sales cycle
- Increased sales

For more information, please contact your
Cygnus Sales Representative.

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CYGNUS ANALYTICS
Data driven. Results focused.