

CONNECT ONCE to Pontiflex AdLeads...

...and get connected to the entire
lead generation market.

With Pontiflex AdLeads, online lead generation is open and transparent.

Why pay for clicks and impressions that might never convert?

With Pontiflex AdLeads, advertisers can pay only for brand-specific leads and generate guaranteed returns on online advertising.

Pontiflex AdLeads is **open**. Agencies can manage all of their campaigns – even those not generated through Pontiflex – at no charge. Advertising agencies can setup, manage and optimize campaigns for all of their clients from a single point of connection.

Pontiflex AdLeads is **transparent**. Agencies can optimize campaigns by mapping leads to their sources and increase returns even further.

Advertisers can connect to Pontiflex AdLeads and buy marketing leads for their brand. As opposed to generic sales leads, marketing leads are brand-specific and never resold.

Buying marketing leads with Pontiflex AdLeads is easy:

- Select publishers based on campaign goals
- Create and upload CPL ad units – direct response and branding AdUnit X banners
- People opt-in to the advertiser offer
- Advertisers pay only for leads

Pontiflex AdLeads makes CPL advertising as simple and more effective than search advertising.

Generate guaranteed returns on online advertising with Pontiflex AdLeads.
Visit www.pontiflex.com today!

