



## Vantage Pointe announces the launch of their new Lead Strategy Assessment tool

Salt Lake City, UT (November 10, 2008) - Vantage Pointe announced today the launch of their new proprietary tool, the [Lead Strategy Assessment](#). The new LSA tool is available through their website and is currently available to anyone who visits the site. The new Lead Strategy Assessment will enable both their partners and prospective clients to better understand strengths and opportunities in their company's lifecycle marketing program.

Vantage Pointe has found that businesses, including schools, focus much of their time and resources producing high volumes of new leads and do little to nurture their existing prospects. With lead acquisition costs rising sharply, many marketing groups are finding their profit margin and return on investment evaporating. Through the use of the new [Lead Strategy Assessment](#), lead consuming companies will start to better understand their marketing effectiveness and uncover enormous opportunities in their database.

"The Lead Strategy Assessment, uniquely positions us to provide an in-depth consultative approach to our clients lead generation needs," said Bryce Greenberg, Managing Partner and CEO, of Vantage Pointe. "The assessment asks a series of comprehensive questions that allow our team to analyze your remarketing effectiveness and provide direction that will increase your marketing ROI and build value within your customer base," Greenberg said.

The assessment will take approximately thirty minutes to complete. It involves listing key metrics from your remarketing activities including lead volumes, sources, remarketing channels, as well as contact and response rates. On first glance, this may appear to be time consuming, however this data, if accurate, will allow the Vantage Pointe team to provide an in-depth analysis of your marketing effectiveness and help you achieve your lead generation and revenue goals.

The assessment will launch today and will be made available to everyone through December 2008 on the Vantage Pointe website ([vpointecorp.com](http://vpointecorp.com)). The assessment will later be accessible only by invitation to clients and prospective clients of Vantage Pointe. If you're interested in participating in the Lead Strategy Assessment, you can visit [www.vpointecorp.com/lisa.html](http://www.vpointecorp.com/lisa.html), or find the link on the main page of the [Vantage Pointe website](#).

### **About Vantage Pointe**

Vantage Pointe provides lead generation and remarketing services for a broad range of industries including; education, software, financial and insurance services. Vantage Pointe provides database remarketing and lifecycle marketing services for industries that often struggle to grow their business and optimize their lead generation activities.

Vantage Pointe's mission is to increase the volume of leads and return on investment for their clients databases across multiple industries.

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