



NATIONAL WEB LEADS

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Owner: Randy Mitchelson

National Web Leads, powered by Applied Cognetics, is a performance marketing agency that drives customer acquisition for companies. Using our proprietary, lead generation technology platform, we specialize in helping companies design and execute Internet marketing programs using a Cost Per Action (CPA) model.

What Is Performance Marketing?

Sometimes referred to as Affiliate Marketing, Performance is a unique form of online advertising. Imagine paying for advertising on a fixed-cost basis, only when a desired action is taken. Examples of an action include a direct sale of a product or a customer request for a free consultation. In any case, businesses only pay for the qualified action they define.

Who Partners With National Web Leads?

Advertisers—National Web Leads operates advertising properties including RegencyCashLoan.com, AutoLoanProfessionals.com and FreeCollegeSearchOnline.com. Our experts help advertisers drive sales by:

- Applying techniques to ensure campaigns are built for success and comply with FTC rules.

- Supplying a full suite of design services including landing pages, banner ads and more.
- Leveraging extensive relationships with online publishers and advertising networks.

Consumer Finance Lenders—Purchase high-quality loan applications by joining our ping-post buying tree or license the technology for your own use. Does your loan processing platform provide the intelligence and functionality needed to leverage new business opportunities? Our powerful, cloud-compatible technologies enable lenders to:

- Effectively control lead buying and marketing budget.
- Get a 360-degree dashboard of business with customized reports.
- Quickly add new decision support services to make better underwriting decisions.

Marketing Agencies—Looking to deliver more value to your clients with pay for performance marketing? Not sure who the players are or where to start? Let National Web Leads introduce your clients' brands to an untapped source of qualified leads.