

WHY YOUR TACTICAL CHOICE MATTERS

OR, HOW TO THINK LIKE MARSHAL McLUHAN

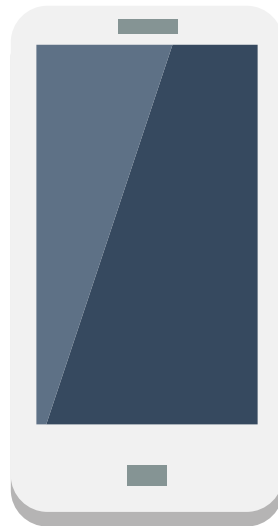
When Marshal McLuhan penned "The media is the message" in 1967 he changed the way we look at media. He believed that each tactic has a propensity to engage in a different way.



OFFLINE

57%

The percent of offline leads from direct response that represent companies 1B in revenue and greater.



EMAIL

50%

Percent of email leads that are 1B in revenue and greater.



ONLINE ADS

20%

Percent of leads 1B in revenue and greater.

BASED ON A RECENT ANALYSIS OF 400 CLIENT LEADS BY SOURCE/TACTIC