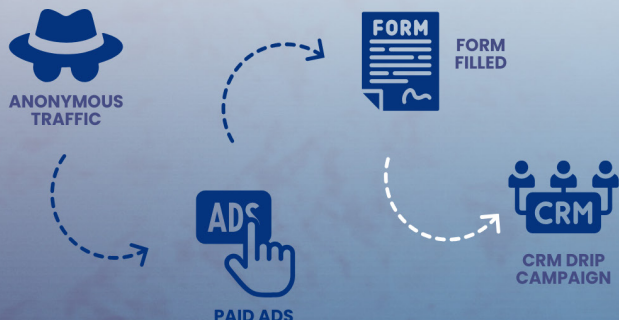




OLD WORLD MARKETING

(What Everyone Else Is Still Doing)



KEY ISSUES:

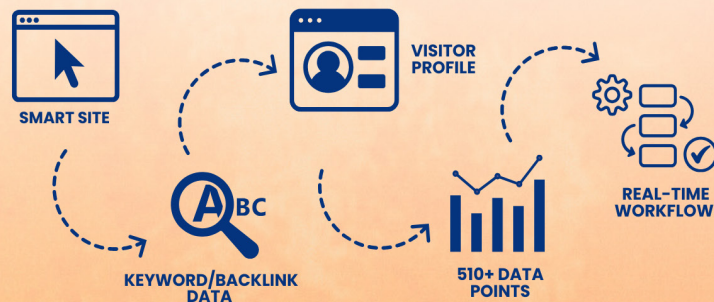
- **Blind Spots:** 90% of web traffic leaves unknown
- **Delayed Engagement:** Ad retargeting starts 7–14 days later
- **High Cost, Low Insight:** CPC/CPM rates rise while data quality drops
- **One-to-Many:** Generic outreach, little personalization
- **Reactive Marketing:** Engage only when customer shows buying signs
- **Race to the Bottom:** Compete on price, not value

END RESULT:



THE INTELLIGENT DATA + FUEL SHIFT

(What the New Economy Is Doing)



WHAT HAPPENS:

- **Instant Identification:** Know who's on your site—even without a form
- **510 Data Points:** From IP, behavior, keywords, location, and more
- **15-Minute Activation:** Auto-deploys SMS, email, and ringless voicemail
- **True One-to-One:** Personal contact between merchant and visitor
- **Engagement Starts Early:** 2 weeks before third-party retargeters act
- **Own the Relationship:** No middlemen, no data sharing, no delay

END RESULT:



THE FUEL-POWERED 5-STEP CADENCE

DAY	ACTION	CHANNEL	PURPOSE
0	Visitor Tagged + Welcome Message	SMS + Email + Voicemail	Brand intro and value position
1	Follow-Up Reminder	Ringless Voicemail	Soft-touch nudge
3	Offer / Content Delivery	Email	Educate or entice (video, coupon, case study)
5	Personal Reminder	SMS + Calendar Link	Encourage action
7	Final Follow-Up	Ringless Voicemail	Urgency/Scarcity CTA

SIDE-BY-SIDE COMPARISON

CATEGORY	OLD WORLD	INTELLIGENT DATA + FUEL
Visibility	Anonymous until form is filled	Full visitor ID on entry
Engagement Timing	7–14 days via 3rd-party ads	Within 15 minutes of visit
Data Depth	Limited demographic/UTM data	510 data metrics per visitor
Relationship Ownership	Shared with ad platforms	100% merchant-owned
Communication Style	Generic, ad-driven	Personalized 1-to-1 merchant engagement
Cost to Engage	\$15–\$50 per lead	~\$0.25–\$2 per visitor
Conversion Rate	1–2%	8–15%