

Featured Business Spotlight: LeadGenUp

In the age of digital marketing, television may be an even more compelling choice for advertisers.

Boise, Idaho Jul 18, 2023 ([Issuewire.com](https://www.issuewire.com)) - Boise-based start-up LeadGenUp has revolutionized the accessibility of pay-per-sale or pay-per-inquiry advertising for local businesses since its establishment in 2018. This advertising concept, commonly employed by national advertisers since the 1980s, is now made available to businesses in the Boise area. Unlike traditional advertising, this unique form of direct response advertising ensures that clients only pay for actual sales or leads generated by their ads, rather than for airtime. Local stations, including those in the Boise metro, often utilize unsold time for this purpose, preventing any loss of revenue or selling at significantly reduced rates compared to their standard prices for general advertisers. While some direct response advertisers choose to pay for the airtime, they still benefit from the response generated by each airing through the use of phone numbers that viewers are encouraged to call for purchasing.

According to Monica Wilson, a spokesperson for LeadGenUp, there are instances where viewers see an ad and choose to make a physical purchase, resulting in a greater impact than just the direct response.

In today's digital age dominated by Amazon, selling products using call-in phone numbers may seem counterintuitive. However, Wilson explains that the novelty of this approach often encourages callers, particularly senior viewers, who appreciate a return to the way things used to be done. Wilson further commented, "We also find that clients, especially those offering highly specialized products or services, value the personal touch. The ability to speak to a human and receive thoughtful answers to their questions makes a significant difference."

Albertsons, a retailer in the Boise area, expressed their positive experience with direct response marketing and LeadGenUp via email: "Direct Response Television was a real eye-opener for us. We had previously dabbled in television advertising but couldn't accurately gauge its performance. Once we started direct response marketing with LeadGenUp, we began experiencing daily measurable sales. It was a transformational time for us."

LeadGenUp has expanded its services beyond the Boise area and now assists businesses nationwide in leveraging the power of direct response television. Over the years, the company has built relationships with hundreds of TV and cable platforms across the country. The COVID-19 pandemic presented increased opportunities for airtime, which LeadGenUp capitalized on. It also prompted the expansion of their team to include a dynamic and robust remote national team, as more individuals worked from home.

To learn more about direct response television opportunities for your business, please visit LeadGenUp's website at www.leadgenup.com

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