

RDP specialise in Cost Effective Multi Channel Consumer Lead Generation.

Our clients have the opportunity to target consumers with relevant, responsive and at times, unique lead generation products.



- Acquire large numbers of customers online
- Cost Per Lead - only pay for the leads you get
- Leads delivered daily
- Category exclusivity assured

▶ What is Winning Choice?

RDP's Winning Choice generates sales leads for businesses by inviting consumers to disclose their buying habits in an online survey.

Consumers complete this information in exchange for special offers and entries into aspirational prize draws.

The consumers' information is then matched against the specified criteria and qualified leads are passed on for your sales team to follow up.

▶ Cost Per Lead

RDP employs a Cost Per Lead (CPL) pricing model for advertisers. Clients only pay for the qualified leads generated through the online survey.

Create a self-financing campaign - you only pay for what you get.

Consumers are invited to fill in the survey from sources that most other survey websites don't access.

▶ How you get the data

To ensure clients have the best chance to close business, leads can be sent via email, either daily or weekly. Each lead contains contact information and the consumers' product interests.

▶ The Website: www.winningchoice.com.au

The survey is quick and easy to complete - thus generating a high volume of leads. The homepage promotes the rewards the consumers receive including the chance to win great prizes.

The survey includes 4 general sections:

- About you
- Home and Family
- Lifestyle
- Finance and Investments

