

# In-Market Leads

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2026-06

## Synopsis

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inLanguage	english

Imagine if you knew the full contact information for every person who was In-Market actively pursuing a purchase of what you sell. If as a skilled marketer you had this information could you convert them? *In-Market Leads* is an executive briefing that will serve as a fresh revelation and profound opportunity for marketing executives that heed its call. Marketing data derived from demographics alone is going the way of the dinosaur. The acceleration growth in technology, namely in the areas of Big Data Analytics, Artificial Intelligence and Online Behavior Tracking, is enabling unprecedented levels of audience targeting accuracy. This book is NOT a how to guide of the latest and greatest marketing techniques. This book is intended for marketers who are already doing an excellent job with their multi-channel marketing efforts. The purpose of this book is to give you a head start on your competition and show you how to take advantage of *In-Market Leads*, leads that based on online behaviors are actively pursuing a purchase of what you sell. You will discoverâ€¦ You can gain tremendous leverage for your business by owning real-time targeted data instead of paying on a usage basis- It is possible to lower your first click costs by 50-75%- You can eliminate Ad spend waste by always targeting the top 3% of the market that is ready to buy...and much more! *In-Market Leads* is a short read that will produce long term results regarding the health and wealth of your business. Scroll up and grab a copy of this digital trail guide to get plugged into the In-Market now!

## Reader's comments

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