

# **PoundCodes**

unique adjunct marketing tools for forward thinking businesses

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#### **About us**

#### We are Industry Leaders

### Pound Codes, the Best Adjunct Marketing Tools Available

Our team members are telecommunication, psychology, business and marketing experts. We provide mobile advertising solutions.

As such we take pride in staying one step ahead of other marketing professionals.

Our mission is to build successful marketing campaigns for our clients, by introducing new and unique marketing tools into the marketplace.

We are also pleased to offer a full compliment of other marketing services, from creative, to ad buying, to proprietary SEM programs. We do it all.

, our o ounder, ob ainer, offers free advertising consults to of our clients.



Insider Exclusive, The Boston Business Journal, and countless other news sources, businesses, and individuals ALL agree, our cofounder.

> "Rob Rainer is a Marketing Genius."

#### dunt ar et n r ra s



Each of our codes is art of a turn e advertising rogra hen licensing a code fro our agenc, clients have the o tion of utili ing code ad unct ar eting tools, including

- Logos video logos
- A age on corres onding website
- Te late T , radio rint ads
- A seat at our ro rietar I , irect ial see, directdial net
- discount on all other ar eting services

# **Marketing Effectiveness**

Pound Code numbers are used by many successful local and national businesses to increase sales and customer engagement.

Statistics support the fact that #codes increase the likelihood that your number will be used. More specifically, research shows companies that use #code numbers experience a 100% increase in their response rates compared to traditional toll-free and conventional local numbers.

#### **Increases in Audience Behavior**

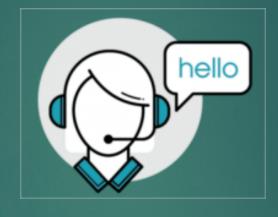
Number Retention	80%
Advertising Response Rate	100% +
Product Credibility	90%
Easy of Use	100%



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Because there are so few Pound Codes available in the marketplace, consumers are intrigued. As such, our clients often simply use the same ads that they had been using and simply swap out the toll free number in the ad and replace it with their #code.

sing identical ads, in the same time slot, time and time again result in a increase in both response rate and conversions.



#### **Get More Calls and More Conversions**

Radio, TV or Outdoor Advertising



## **Get Started**

y nta t n us

- sales@poundcodes.com
- Available in all 50 States
- (877) 427-4824, Ext. 175

