

## **MEDIA RELEASE**

### **The Digital Company launches Pay-per-Lead**

#### ***Businesses can now buy qualified leads with no obligation***

SYDNEY (01 September 2017) – The Digital Company (TDC) has announced the launch of new pay-per-lead functionality.

The new functionality puts businesses back in control of new business opportunities by providing them with some initial information from prospective customers and then giving them the opportunity to bid for the contact information based on the information provided. Bids start at \$2 to cover administration costs and are sent to no more than three qualifying businesses, giving these businesses a cheap and viable way to win new customers. Pay-per-lead is unlike traditional advertising mediums where businesses buy a click with no contact information, very often at the same price.

From the customers perspective, they provide some information on their needs and then get only interested businesses who want to deliver the service contacting them to discuss their needs. A win-win for both business and customers.

Businesses are under no obligation to buy the lead and if they have a featured or paid listing on the site, they get this amount as an initial credit with which to buy leads.

The Directors of The Digital Company believe this new business model has the potential to disrupt the industry, reducing friction, removing any upfront commitment and the risk for both businesses and customers.

This new pay-per-lead functionality will be rolled out in Australia first, across Health4You.com.au (Health, Fitness and Wellness), Search4Accountants.com.au and ActiveActivities.com.au (Kids activities) to be followed shortly by PartiesandCelebrations.com.au, HomeImprovement2Day.com.au and BeautifulMe.com.au before rolling out across all marketplaces.

You can read more about how this new pay-per-lead [process works here](#).

For more information about The Digital Company, visit [www.thedigitalcompany.com.au](http://www.thedigitalcompany.com.au)

### **About The Digital Company**

**The Digital Company** builds Online Marketplaces that connect businesses to customers and operates over 27 Online Marketplaces across 4 countries including Australia, New Zealand, South Africa and Canada.

### **Media Contact:**

For further information, please [contact us](#):