

## **MEDIA RELEASE**

### **The Digital Company launches exclusive-lead-bidding**

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

SYDNEY (22 December 2017) – The Digital Company (TDC) has announced the launch of exclusive-lead-bidding, which will work in conjunction with the recently released pay-per-lead functionality.

The new functionality puts businesses even more in control of their new business opportunities by giving them the opportunity to buy a lead exclusively. Instead of participating in an auction for the lead and being 1 of 3 winners, they can “Buy Now” and receive the lead immediately and exclusively. An algorithm determines the buying price using a number of variables including category, bids already received and history. Exclusive bids still provide the same initial information from prospective customers to help them qualify the lead and decide on its value.

This new functionality gives these businesses a cheap and viable way to find new customers. Pay-per-lead is unlike traditional advertising mediums where businesses buy a click with no contact information, very often at the same or a higher price. Businesses are under no obligation to buy the lead and if they have a featured or paid listing on the site, they still get this amount as an initial credit with which to buy leads exclusively or on auction.

From the customers perspective, they provide some initial 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.

The Directors of The Digital Company have listened to feedback from those participating in auctions post the launch of the pay-per-lead functionality on the fact that they would pay more to get the lead exclusively and in a shorter timeframe.

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](#).