

eCircle Launches New Lead Generation Portal Brands2Win

London, 15th January 2008. European digital direct marketing company eCircle is launching a campaign to generate qualified prospects for its clients by launching brands2win.co.uk. The new lead generation site has been developed to provide brands with highly targeted consumer insight. Optimax, the laser eye specialists and www.handbagsandgladrags.co.uk are already taking advantage of the opportunity using Brands2win to generate fully opted-in prospect databases.

Clients can sponsor short profiling questions and, with a relevant prize draw incentive, generate fully opted-in permission for contact by email, post or telephone. Categories including Travel, Motoring, Fashion and House and Home, are available for advertisers to further target relevant visitors. The eventual data feedback and output format is determined by the clients.

The site is expected to deliver exceptionally targeted leads for some of the country's biggest brands through its interest-specific prize draws and multiple questions and answer profiling. It is predicted that in the first quarter of the website being live, thousands of brand new leads will be generated – and this number will be further enhanced by another website from eCircle, mytestdrive.co.uk.

Volker Wiewer, CEO at eCircle comments: “The key to generating highly targeted leads is not to over-incentivise. It is no good offering a million pound draw for a newsletter because the information just isn't specific enough. So Brands2Win is about letting users choose the draws they enter – consequently improving the feedback for our clients. The relevancy of the incentive and the targeted nature of the questions will guarantee the quality of the leads.”

Ends

eCircle Ltd.
5-9 Hatton Wall
London EC1N 8HX
T +44 (0)20 7618 4200
F +44 (0)20 7618 4201
info-uk@ecircle.com
www.ecircle.com

CEO
Volker Wiewer

Registered Address:
Ashford House
Grenadier Road
Exeter EX1 3LH

NatWest Bank London
Sort Code: 56-00-03
Account: 79287190
IBAN: GB95NWBK 560003 79287190
SWIFT: NWBKGB2L
VAT Reg No: 757 1931 09
Company Reg No: 03976500





Notes to the Editors

About eCircle

eCircle is one of Europe's largest digital direct marketing companies, owning the most comprehensive permission marketing database for email campaigns and lead generation as well as a state-of-art technology solution for digital direct marketing. Since 1999 eCircle has stood for innovative and efficient online marketing for customer acquisition and retention. Leading companies and agencies trust our consistent customer care, our long-term experience and not least our highly motivated and committed employees.

Press Contact

eCircle Ltd.
Lucy Hudson
Marketing Manager
Tel +44 (0)20 7618 4200
pr-uk@ecircle.com

Limelight PR
James Holmes
Account Manager
Tel +44 (0)20 7821 9210
james@limelightpr.co.uk

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