

# New Business Gift Generates Truly Qualified Sales Leads

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TrackItBack Banishes Wasted Marketing Spend

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Business gifts are normally seen as cost items used for branding, but specialist Marketing Communications firm, Insight Group, wants to change that with the launch of its TrackItBack business gift, which provides sales leads that are qualified directly by prospects receiving gifts.

Insight TrackItBack is an annual lost and found service for mobile devices. Given as a business gift, it provides corporate branding, but in order to activate the service gift recipients need to register their mobile devices and their contact details. This provides the opportunity for sales and marketing communication to continue directly with the prospect.

Provided as an adhesive label in various sizes, TrackItBack is delivered on an A6 or A5 card which provides further opportunity for corporate and product information to be sent to prospects. Branding is further enhanced with corporate logos on the labels are displayed continually on devices such as mobile phones, MP3 players, cameras and laptops.

As a business gift, the TrackItBack service provides the recipient with a 12 month lost and found service protecting valuable mobile devices from being lost. Insight believes this is a more attractive and more valuable gift than the 'branded freebies' distributed by many companies.

TrackItBack can be used in database generation activities including direct marketing, at seminars and exhibitions, events and gigs and via online promotions with user registration completed either by SMS or online.

"Money is tight for marketers so they need to justify every penny spent in providing qualified sales leads, promotion and branding, TrackItBack provides the ultimate justification and ROI", says Mark Robson, partner at Insight. "With prospects providing their own details, companies are given the ultimate in database cleaning and qualification. With the delivery card and ever present branding, TrackItBack is the answer for marketers to meet their goals in 2009."

Prices vary based on quantity but with a short run of 2,000 costing just £2.74 per unit, Insight believes it is a very competitive solution when compared to traditional business gifts such as memory sticks, golf balls and coffee mugs.

More information:

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About Insight Group

The Insight Group, based in Bracknell, Berkshire, was founded in 1988 as a provider of high-tech press and public relations services. Since then it has expanded its reach to provide business-to-business PR across different sectors, as well as providing internet and email marketing services. Insight is a founding partner of EPRF, the European PR Federation, providing marketing communications across Europe. The company's current clients include Data Integration, ExactTarget, Flashpoint, ImagePro, Integralis, Keymail Marketing, OMM Group and Secure Signature Systems. More information on Insight is available at [www.insightgroup.co.uk](http://www.insightgroup.co.uk)

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