

# Lead Conversion Success With **FIRST-PARTY DATA**

**5** REASONS MARKETERS  
ARE CHOOSING **S2W MEDIA**

**01**

## Campaign Customization

Offering personalized campaigns tailored to meet specific client defined KPIs, ensuring a high degree of relevancy and efficiency in targeting.

## Cost Efficient

Direct partnership with S2W Media eliminates third-party markups, significantly reducing Cost Per Lead (CPL) and maximizing budget effectiveness.

**02**

**03**

## In-House Data Control

With zero outsourcing, S2W Media owns and maintains full control over data collection and campaign management, enhancing lead quality and reliability.

## Data Accuracy

Achieving a remarkable 98% data accuracy rate through rigorous data collection, enrichment, validation, and QA processes.

**04**

**05**

## Transparency and Compliance

Owning and managing first-party data with complete transparency and adherence to GDPR compliance, guaranteeing ethical data practices.

**S2W Media's 1st Party Data  
Empowers Your Lead Generation Goals**

