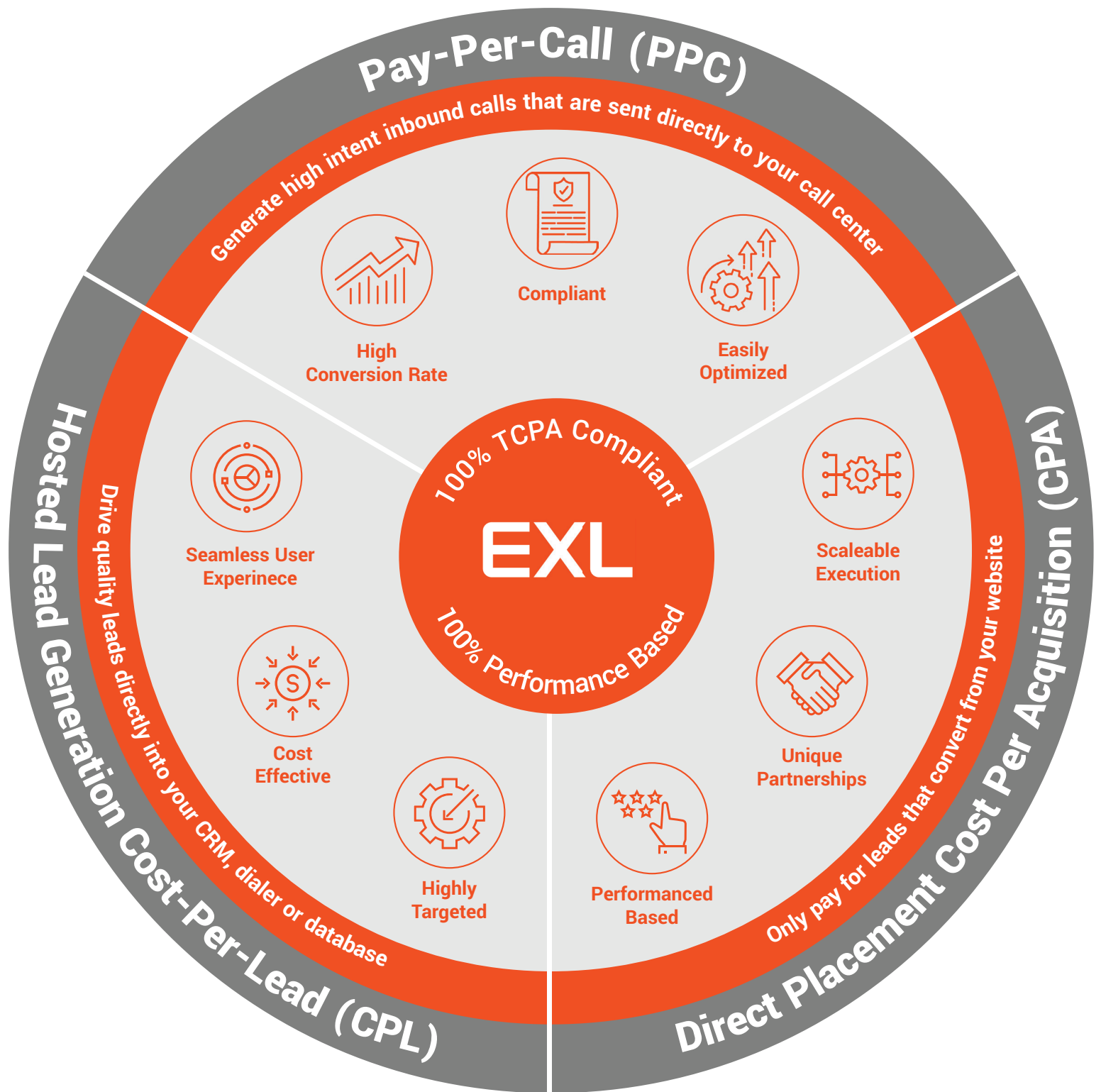


# EXL Marketing Solutions: Performance Marketing

Drive customer acquisition by optimizing consumer engagement with high-intent lead generation solutions.



## Why test performance marketing?

- To increase conversions rates and sales opportunities by reaching in-market shoppers
- 100% Performance Based: Only pay for inbound calls lasting 90+ seconds
- 100% TCPA compliant: Monitored, verified calls that customers initiate and consent