

**News release**

18th January 2016

**Newark Business Helps Others Take the Lead in 2016**

**Leading direct marketing and lead generation agency** [**Communication Avenue**](http://www.communicationavenue.com) **has launched a new suite of services to enable businesses to communicate and engage more effectively with their customers.**

Communication Avenue prides itself on listening and responding to the needs of its current and prospective customers and following months of development, the company is now ready to launch its new multi-channel service, Leadfolio.

Businesses aiming to kick-start a New Year marketing plan can create a tailor-made multi-communication approach to suit their specific needs using Leadfolio.

Phil Lightfoot, Managing Director of Communication Avenue, said: “Lead generation is proven to be one of the most effective forms of marketing, however, following a comprehensive consultation amongst our existing clients, prospects and industry figureheads we recognised that we needed to redesign our offering to better suit the needs of our customers within the changing direct marketing landscape.

“With the launch of Leadfolio all of our services are now tailored around lead performance, which supports effective, cost efficient, multi-channel lead generation within a responsible marketing framework.

“We have spent the last quarter beta testing our new suite of products and have invested in a thorough auditing process amongst external consultants and are confident that it is one of the strongest, and most importantly compliant, lead generation solutions available. We are now very excited to be introducing Leadfolio to our clients and prospects.”

Leadfolio boasts 17 performance based solutions designed to improve lead generation and direct marketing effectiveness across the entire channel spectrum including: online, affiliate network, mobile, landline, email and post.

An additional four products, supplied in partnership with market leaders such as Callcredit and Wilmington Millennium, enhance the leads generated including profiling, appending, cleansing and monetising. This has created the only end-to-end lead performance solution on the market.

For more information about Communication Avenue, including more on its Leadfolio service and contact details for the team, please visit: [www.communicationavenue.com](http://www.communicationavenue.com)

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**Notes to editors:**

* [Communication Avenue](http://www.communicationavenue.com), based in Newark, Nottingham was established in 2005.
* Communication Avenue is a leading provider of cost effective and ROI centric direct marketing solutions and lead generation services to the UK’s most well-known brands and wider direct marketing industry.
* Its multi-channel product suite or ‘Leadfolio’ generates over 24 million fresh, verified and relevant consumer leads each year for its clients; enabling them to engage, communicate and target new consumers directly or via Communication Avenue’s online, telephone, direct mail and email platforms.
* Clients include Fiat, EE, Wowcher, Virgin Media, Ladbrokes, Jeep, Hotels.com, Thomas Sanderson and Anglian.
* For more information visit [www.communicationavenue.com](http://www.communicationavenue.com/)

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