

MECLABS
INSTITUTE

The Essential Role of the Value Proposition
In Economic Development



Flint McGlaughlin – CEO and Managing Director, MECLABS Institute

Flint McGlaughlin is the CEO and Managing Director of MECLABS Institute. The organization has partnered with key market leaders including *The New York Times*, Microsoft Corporation and Reuters Group.

McGlaughlin also serves as the Director of Enterprise Research at the Transforming Business Institute, University of Cambridge (UK), as the Chairman of the Board of Governors for St. Stephen's University, and as a Trustee for Westminster Theological Centre. McGlaughlin originally studied philosophy and theology at the University of London's Specialist Jesuit College.

Today, his primary research is focused on enterprise as transformative agent. His work has won multiple awards and has been quoted in more than 13,000 online and offline sources.



Which of these has the most appeal?

The screenshot shows the homepage of the New Orleans tourism website. At the top, there's a navigation bar with social media icons and a newsletter sign-up form. Below that is a main menu with categories like 'THINGS TO DO', 'WHERE TO EAT', 'WHERE TO STAY', 'PLAN YOUR TRIP', 'CALENDAR', and 'MEDIA'. The main content area features a large, colorful collage with a central fleur-de-lis logo containing the word 'NOLA'. A prominent blue banner reads 'START YOUR NEW ORLEANS JOURNEY'. Below the collage, there's a 'BOOK A NEW ORLEANS TRIP TODAY!' section with a form for arrival and departure dates, and buttons for 'Hotels', 'B&Bs', and 'Advanced Search'. A 'POPULAR LINKS' sidebar on the right lists various services. Two featured articles are visible at the bottom: 'Festival Season is Underway' and 'Tennessee Williams Literary Festival'.

NEW ORLEANS FOLLOW YOUR DREAMS

Newsletter Signup
ENTER YOUR EMAIL SUBSCRIBE

THINGS TO DO WHERE TO EAT WHERE TO STAY PLAN YOUR TRIP CALENDAR MEDIA SEARCH

START YOUR NEW ORLEANS JOURNEY

BOOK A NEW ORLEANS TRIP TODAY!

Arrival April 4
Departure April 8
Hotels B&Bs
Advanced Search

POPULAR LINKS

- + New Orleans Hotels
- + Find a Restaurant
- + Get a Free City Guide
- + Free Travel Coupons
- + Special Offers
- + New Orleans Maps
- + New Orleans Videos
- + Weather Information

Festival Season is Underway
New Orleans is full of festive energy, not just from March.

Tennessee Williams Literary Festival
Thinking of writing the "Great American Novel"? You might want to get some advice from the pros first. The Tennessee Williams Literary Festival is

This screenshot shows an alternative layout for the New Orleans tourism website. The top navigation bar is similar to the first version but includes a 'REDEEM OFFER' button. The main content area features a large, detailed fleur-de-lis logo with 'NOLA' written inside. A text box says 'Discover New Orleans restaurants, music, museums and more. Start planning your next NOLA visit with our interactive map and guide.' Below this is a 'CREATE YOUR JOURNEY >>' button. To the right, there's a 'BOOK A NEW ORLEANS TRIP TODAY!' section with a form for arrival and departure dates, and buttons for 'Hotels', 'B&Bs', and 'Advanced Search'. A 'POPULAR LINKS' sidebar is present, identical to the first version. Two featured articles are visible at the bottom: 'Festival Season is Underway' and 'Tales of the Cocktail'.

NEW ORLEANS FOLLOW YOUR DREAMS

STAY IN TOUCH!
SPECIAL OFFER: GET A FREE 2014 VISITOR'S GUIDE

REDEEM OFFER

THINGS TO DO WHERE TO EAT WHERE TO STAY PLAN YOUR TRIP CALENDAR MEDIA SEARCH

Discover New Orleans restaurants, music, museums and more. Start planning your next NOLA visit with our interactive map and guide.

CREATE YOUR JOURNEY >>

BOOK A NEW ORLEANS TRIP TODAY!

Arrival July 22
Departure July 24
Hotels B&Bs
Advanced Search

POPULAR LINKS

- + New Orleans Hotels
- + Find a Restaurant
- + Get a Free City Guide
- + Free Travel Coupons
- + Special Offers
- + New Orleans Maps
- + New Orleans Videos
- + Weather Information

Tales of the Cocktail
"All hail the cocktail!" Hoist your glasses and enjoy fabulous mixed drinks, great food and fun at Tales of the Cocktail. You'll sample exotic drinks and learn how to make them, plus many more fun events. Don't miss this great experience.

Festival Season is Underway
New Orleans is full of festivals year round, but from March until October, the festival schedule ramps up with celebrations of everything from food to music, culture, literature, the arts and so much more. There's something for everything this Festival Season in NOLA!

THE LATEST NEWS FROM GONOLA.COM BLOG!

Which of these has the most appeal?


The screenshot shows the homepage of the New Orleans tourism website. At the top, there is a navigation bar with social media icons (Facebook, Google+, Twitter, Pinterest, YouTube, Instagram) and a newsletter sign-up form. Below the navigation bar is a large, colorful collage of New Orleans-themed images, including a fleur-de-lis with 'NOLA' written on it, a bowl of gumbo, a jazz musician, and a Mardi Gras mask. A blue banner across the collage reads 'START YOUR NEW ORLEANS JOURNEY'. To the right of the collage is a 'BOOK A NEW ORLEANS TRIP TODAY!' section with a search form for arrival and departure dates, and a 'Hotels \$49' offer. Below the collage is a 'POPULAR LINKS' section with a list of links: New Orleans Hotels, Find a Restaurant, Get a Free City Guide, Free Travel Coupons, Special Offers, New Orleans Maps, New Orleans Videos, and Weather Information. At the bottom left, there are two featured articles: 'Festival Season is Underway' and 'Tennessee Williams Literary Festival'.

This screenshot is identical to the one on the left, but with a large blue arrow pointing upwards and the text '94%' overlaid on the central part of the page. The arrow and text are positioned over the main content area, suggesting a significant increase in appeal or engagement. The rest of the page layout, including the navigation bar, collage, and links, remains the same.

Which of these has the most appeal?

Over 200 travel agents are waiting to assist you 1-844-771-1522 AMA Road Reports® AMA Centre Locations & Hours

AMA MEMBERSHIP & REWARDS TRAVEL INSURANCE AUTO & DRIVING REGISTRIES ALL Search...



"YOU CAN'T be TOO careful."

Travel insurance is the last thing on your mind when you plan your trip. Your mind's focused on the fun you'll have, not on the potential problems you could run into. Don't let lost luggage, illness, or injury cast shadows over your vacation memories.

[REPORT A CLAIM](#) [SEE OPTIONS](#)

TRAVEL MEDICAL INSURANCE

Whether you are travelling within Canada, to the United States or overseas, even the smallest injury or illness can be devastating. Protect yourself against unforeseen medical expenses with additional emergency travel medical insurance.

Members save up to 25% when you buy Travel Medical Insurance online. [Find out how.](#)

Purchase Travel Medical Insurance [Multi-Trip Annual Plan](#) or a [Single Trip Plan](#)

TRAVEL INSURANCE PACKAGES

If you are an Alberta resident and travelling out of province, AMA Travel offers a variety of travel insurance to suit your individual needs. Travel insurance packages are designed to cover you for Trip Cancellation & Trip Interruption, Flight and Travel Accident and Baggage Loss, Damage & Delay.

Purchase Travel Insurance Packages [Multi-Trip Annual Plan](#) or a [Single Trip Plan](#)

VISITORS TO CANADA PLAN

Make sure your friends and family feel at home while they are visiting Canada. You all want to have fun, but even a small accident could happen so having the protection will ease everyone's mind.

[Purchase a Visitors to Canada Plan](#)

TRAVEL MEDICAL INSURANCE MULTI-TRIP ANNUAL PLAN


Annual Travel Medical Insurance from AMA is the easiest way to get covered for a full year, just answer a small handful of straightforward questions and you'll be covered wherever you travel, however many times you travel, for the next 12 months. So, while you can never be too careful, we've made it easy to make sure you're protected.

[Purchase Travel Medical Insurance Multi-Trip Annual Plan](#)

PURCHASE ONCE travel ALL YEAR.

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AMA MEMBERSHIP & REWARDS TRAVEL INSURANCE AUTO & DRIVING REGISTRIES ALL Search...



Our Travel Medical Insurance has provided peace of mind for over 35 years

No matter what part of the world you are travelling to, rest assured knowing that AMA has you covered. Our insurance packages provide affordable, comprehensive coverage, so you won't break the bank making sure you're protected.

[GET A QUOTE](#)
For Single Trip Travel Medical Insurance

[Get a quote for Multi-Trip Travel Medical Insurance](#)

AMA TRAVEL MEDICAL INSURANCE COVERAGE

Get medical coverage during your trip for as little as \$25 with AMA you get:

- Emergency Medical and Dental treatment up to \$5 million CAD each
- Multi-Trip plans that provide coverage for an entire year
- Worldwide access to our toll free helpline 24 hours, 7 days a week
- Coverage for pre-existing conditions, if stability eligibility criteria are met.

We have no age limits to coverage and membership is not required to purchase a plan. Click here to [Learn More About Plan Coverage and Eligibility](#).


Get an online quote online in 2 minutes* or less.

[GET A QUOTE](#)
For Single Trip Travel Medical Insurance

Get Multi-Trip Travel Medical Insurance

*Depending on age category & medical history.

Save 10% by purchasing online.
AMA Members save an additional 10%



Your Travel Medical Insurance Coverage card is immediately emailed to you.

OTHER INSURANCE PACKAGES

Premium Insurance Plan

Exclusively available for those who have booked through AMA Travel or one of our affiliates.

All of the benefits of our Travel Medical Insurance packages plus:

- Trip Interruption and Cancellation Insurance
- Flight and Travel Accident Insurance
- Baggage Loss & Damage Insurance

[Learn More](#)

[GET A QUOTE](#)
For Premium Travel Insurance

Visitors to Canada Plan

This includes emergency medical coverage of up to \$150,000 (CAD) for your family & friends visiting from abroad.

You may purchase this plan if you are:

- A visitor to Canada, or
- The holder of a Canadian work visa or student visa or
- An immigrant to Canada, or
- A Canadian not covered by a government health insurance plan

[GET A QUOTE](#)
For Visitors to Canada Plan

EXISTING TRAVEL MEDICAL INSURANCE HOLDERS

Emergency Hotline: 1-855-330-8330 in Canada and mainland U.S.
+1-805-532-2930 collect where available

[Submit a claim](#) [Contact us](#)

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REPORT A CLAIM SEE OPTIONS

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Our Travel Medical Insurance has provided peace of mind for over 35 years

No matter what part of the world you are travelling to, rest assured knowing that AMA has you covered. Our insurance packages provide affordable, comprehensive coverage, so you won't break the bank making sure you're protected.

GET A QUOTE For Single Trip Travel Medical Insurance

GET A QUOTE For Multi-Trip Travel Medical Insurance

330%

TRAVEL MEDICAL INSURANCE COVERAGE

Get medical coverage during your trip for as little as \$20 with when you go.

Emergency Medical and Dental Treatment up to \$1 million USD per trip

Emergency medical services provided worldwide for an unlimited number of years for you and your family

24/7 assistance for pre-trip medical advice and help with your trip

GET A QUOTE For Single Trip Travel Medical Insurance

TRAVEL INSURANCE PACKAGES

Annual Insurance Plan

Available for those who have traveled through Asia, Europe or the Americas

Get all the benefits of our Travel Medical Insurance packages plus:

- Trip Interruption and Cancellation Insurance
- Flight and Travel Accident Insurance
- Baggage Loss & Damage Insurance
- Lost Items

GET A QUOTE For Premium Travel Insurance

Visitors to Canada Plan

Non-residents enjoying medical coverage of up to \$100,000 for your family & friends visiting from abroad

You may purchase this plan if you are:

- A visitor to Canada, or
- The holder of a Canadian work visa or student visa, or
- An immigrant to Canada, or
- A Canadian not covered by a government health insurance plan

GET A QUOTE For Visitors to Canada Plan

EXISTING TRAVEL MEDICAL INSURANCE HOLDERS

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+1 405-532-2930 collect where available

Submit a claim Contact us

MECLABS Research

↑ 21% Conversion
 Business Software Suite
 #1 On-Demand, 6459+ World Clients
 Award-Winning Solution. Free Trial
 www.XXXXXXXXXX.com/Business

↑ 31% Conversion
 GET STARTED NOW

↑ 63% Conversion
 We can help you lower your payments by up to 80%.
 Get your FREE 600 Leads added to your purchase.

↑ 21% Conversion
 ec < op < ct < lp ©

↑ 137% Conversion
 C = 4m + 3v + 2(i-f) - 2a ©

↑ 29% Conversion
 100% Satisfaction Guarantee
 Create Your FREE 6000 Leads to Get Instant access to
 The Most Accurate Million Lists Available!

↑ 54% Conversion
 The World's #1 On-Demand Business Software
 #1 On-Demand Business Software
 #1 On-Demand Business Software
 #1 On-Demand Business Software

↑ 109% Conversion
 Welcome to [Company Name]

↑ 29% Conversion
 eme = rv (of+ i) - (f+a) ©

↑ 97% Conversion
 The World's #1 On-Demand Business Software
 #1 On-Demand Business Software
 #1 On-Demand Business Software
 #1 On-Demand Business Software

↑ 201% Conversion
 f_{sc} = l_T + d_T ©

↑ 15% Conversion
 We Make 28 Million Calls a Year to Phone Verify our Data!
 Get 500 FREE Leads Added to Purchase
 Why choose QUARTZ?
 • 100% Satisfaction Guarantee
 • 500 FREE Leads
 • 100% Money Back Guarantee
 • Plus, get 500 FR

↑ 100% Conversion
 Opr > Oprn > Ocnn ©

↑ 124% Conversion
 "50% off?"
 How great is that?
 GET 500 FREE LEADS
 Add to your purchase today!
 Friday, Saturday, Sunday.

We're giving away a bunch decent stuff everyday on Facebook and Twitter. Check each day for new ways to win. Or Don't!
 Follow us on Twitter
 Follow us on Facebook

MECLABS is the largest research institution dedicated to answering the single question: “**Why do people say ‘yes’?**”

Over 20+ years of validated research, including:

- 20,000+ sale path experiments
- 500,000+ executive interviews
- 2,200+ brand-side case studies
- 36,980 companies benchmarked



Today we are going to focus on **two thought movements** that, when understood together, can have an **exponential impact** on our efforts to attract business and growth to our regions.

Point #1:

We need to understand the **primary cognitive equation** that underlies all choice.

Experiment: Control

Control

Action Guarantee
Our data may not be perfect, but we think our guarantee is pretty close.



Searching for the Most Accurate Mailing Lists? Your Hunt is Over!

Get 500 Free Leads Today
with Qualifying Purchase

We Have the Best Data Guaranteed!

To receive your ***500 Free Leads**, fill out and submit the form below. Once received you will be contacted by one of our business consultants.

*First Name

*Last Name

*Company Name

*Email Address

*Phone Number

Once your information is submitted your password will be emailed to you.

[» Click Here](#)

Register Today To Get Your 500 Free Leads!

Why Should You Market Today?
(Click to watch) 

The industry leader in database marketing, [redacted] offers the freshest, most accurate business and consumer sales leads and mailing lists available anywhere. Nearly 4 million customers use our services to find new customers, grow their sales, and for other direct marketing, telemarketing, customer analysis and credit reference purposes.

Why Choose [redacted] ?

- Safe & Secure online shopping
- Expert advice to help you succeed
- Privacy & Do Not Call compliant
- Free counts & quotes
- Free Business Resource Center
- **100% Satisfaction Guaranteed**

Plus Phone Verified Data!
We make more than 26 million phone calls each year to verify and enhance our business databases. Why? To ensure you have the freshest, most comprehensive information available. No other company in the industry does that. Period!

How Can We Help?
From mailing lists to email marketing, we're your one-stop shop to grow your sales. We'll focus on your marketing needs so you can focus on your business and grow your sales!



Can you find the value proposition?

Value Proposition Heuristic

$$Vf_{Ac} - Cf_{Ac} = Nf$$

$Vf = (Ap \text{ ; } Ex)$
 $Ac = (Cl \text{ ; } Cr)$
 $Cf = (Mt \text{ ; } Mn)$

Main Elements:

Nf = Net Force of the Value Proposition

Vf = Gross Force of the Value

Cf = Gross Force of the Cost

Ac = Acceptance

Sub Elements:

Vf { *Ap = Appeal*
Ex = Exclusivity

Cf { *Mt = Material*
Mn = Mental

Ac { *Cl = Clarity*
Cr = Credibility

Value Proposition Framework

Fundamental Question: If I am [who I am], why should I [take this action] rather than [this/these other action(s)]?



(Econ. Dev. Application): If I am [your ideal prospect], why should I [invest in your region] rather than [any other region]?

Philosophical Foundation

Value Proposition (Econ. Dev. Application): *If I am your ideal prospect, why should I invest in your region rather than any other region?*

1. You are fundamentally answering a **first-person question** posed in the mind of your customers. It always implies a “because” answer.
2. A value proposition focuses on a **specific prospect segment**. This requires you to consider whom you will not serve and the associated trade-offs.
3. A value proposition is an **ultimate reason – the reason “why”**; it is the culmination of a careful argument supported by evidentials.
4. A value proposition must differentiate you from your competitors. In at least one way, you must have an **“only” factor**.

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*First Name

*Last Name

*Company Name

*Email Address

*Phone Number

Once your information is submitted your password will be emailed to you.

[» Click Here](#)



Can you find the value proposition?

Experiment: Background

After review and testing, the researchers at MECLABS identified the following value proposition for this offer.

Value Proposition: “Because we have the most comprehensive¹ and accurate² lead database.”

1. Includes access to over 210 million U.S. consumers, 14 million U.S. businesses, and 13 million executives.
2. We have a team of 600 researchers who verify the data daily and make over 26 million verification calls a year (80,000 calls a day).

Let's see how this intensified value proposition was translated to the webpage

Experiment: Treatment

Value Proposition: “Because we have the most comprehensive¹ and accurate² lead database.”

1. Includes access to over 210 million U.S. consumers, 14 million U.S. businesses and 13 million executives.
2. We have a team of 600 researchers who verify the data daily and make over 26 million verification calls a year (80,000 calls a day).

Treatment

Satisfaction Guarantee
Give any bad data, we will refund your money, no questions asked! [Learn More >>](#)

We Make 26 Million Phone Calls a Year to Ensure You Get The Most Accurate Mailing Lists Available!

Trusted since 1972, [redacted] has compiled the **most comprehensive databases** in the industry including 210 million U.S. consumers, 14 million U.S. businesses, 13 million executives and more, all **cleaned for duplicates and phone verified**.

Get 500 FREE Leads added to your purchase*

Why choose [redacted]?

- ▶ 600 full-time researchers dedicated to building, verifying, and updating your data
- ▶ Our tele-research associates make over 80,000 calls a day to **phone verify** your data

100% money-back guarantee on every single lead

» Plus, get 500 FREE leads added to your purchase!*

Set up your FREE access to [redacted]

- Search our business and consumer database
- Preview leads, get a quote, and download lists
- Build a list 24 hours a day 7 days a week
- Personalized online service to assist you

First Name:

Last Name:

Email:

Phone:

QUALYS
Secure Site

Get Free Access

100% Satisfaction Guarantee
If you receive any bad data, we will refund your money, no questions asked!

What Our Customers Are Saying

It's a **powerful tool** for small businesses to market like the big guys.

Haydens
Sparta, New Jersey

*I would recommend [redacted] to anyone looking for speedy service, accurate listings and **great customer service**. It is refreshing to receive a follow-up phone call within a week, just to make sure that I am satisfied.*

Ruhter Auction & Realty Inc.
Hastings, Nebraska

*It's great, **one-stop shopping**. There's no need to coordinate between the mail house and the printer!*

Habitat America
Annapolis, Maryland

Experiment: Side-by-side

Control

100% Satisfaction Guarantee
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[» Click Here](#)

*Disclaimer: Receive 500 FREE leads with your minimum purchase of 2,000 business leads or 4,500 consumer leads. Offer valid one per customer.

Register Today To Get Your 500 Free Leads!

Why Should You Market Today?
(click to watch)

The industry leader in database marketing, **QUALYS** offers the freshest, most accurate business and consumer sales leads and mailing lists available anywhere. Nearly 4 million customers use our services to find new customers, grow their sales, and for other direct marketing, telemarketing, customer analysis and credit reference purposes.

Why Choose **QUALYS?**

- Safe & Secure online shopping
- Expert advice to help you succeed
- Privacy & Do Not Call compliant
- Free counts & quotes
- Free Business Resource Center
- **100% Satisfaction Guaranteed**

Plus Phone Verified Data!
We make more than 26 million phone calls each year to verify and enhance our business databases. Why? To ensure you have the freshest, most comprehensive information available. No other company in the industry does that. Period!

How Can We Help?
From mailing lists to email marketing, we're your one-stop shop to grow your sales. We'll focus on your marketing needs so you can focus on your business and grow your sales!

Proud member of:

[Privacy Policy](#)

Treatment

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» Plus, get 500 FREE leads added to your purchase!*

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Last Name:

Email:

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Secure Site

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Sparta, New Jersey

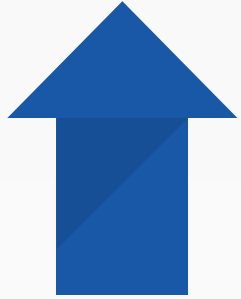
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Habitat America
Annapolis, Maryland

Experiment: Results



201% Relative Increase

By enhancing the clarity of the value proposition on the page through the use of evidential value statements, the lead capture rate increased by over 201%.

Value Proposition	Lead Gen Rate	% Rel. Change
Control	4.86%	-
Treatment	14.65%	201.3%



What You Need to Understand: By utilizing the new articulation of the value proposition, the treatment generated a 201% higher total conversion rate than the control.

Point #2:

We need to understand the **four force elements** of the value proposition.

Experiment: Control

Control

Action Guarantee
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Plus Phone Verified Data!
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How Can We Help?
From mailing lists to email marketing, we're your one-stop shop to grow your sales. We'll focus on your marketing needs so you can focus on your business and grow your sales!



Isn't the value proposition already here?

100% Satisfaction Guarantee

Our data may not be perfect, but we think our guarantee is pretty close.



**Searching for the Most
Accurate Mailing Lists?
Your Hunt is Over!**

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with Qualifying Purchase

We Have the Best Data Guaranteed!

**Register Today To Get Your
500 Free Leads!**

Why Should You Market Today?

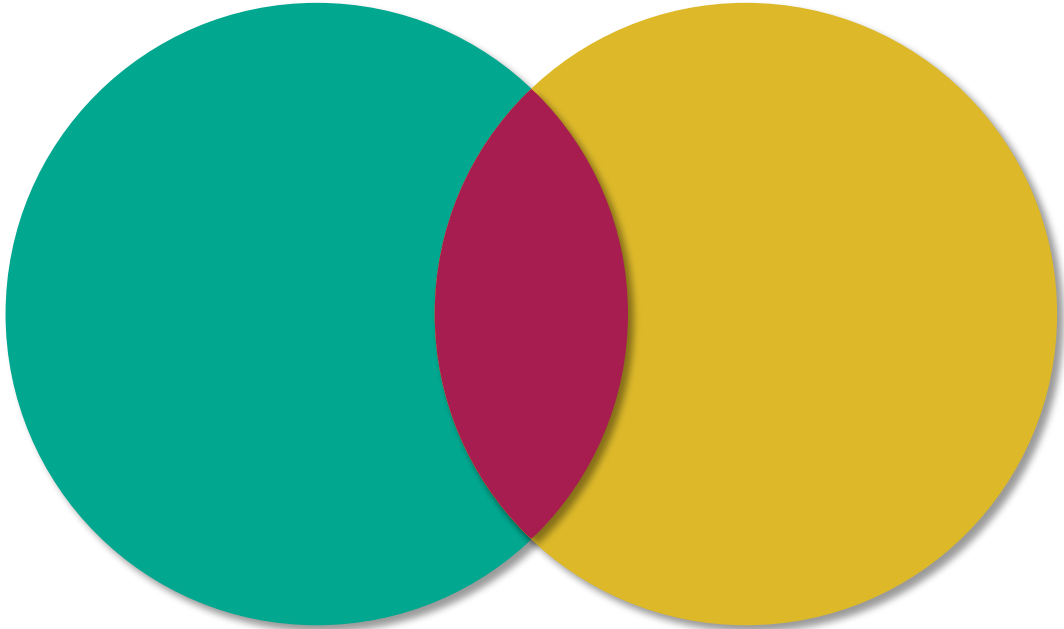
(Click to watch)



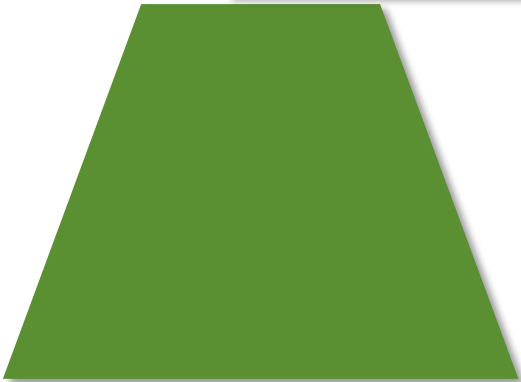
The industry leader in database marketing, **LeadPros** offers the freshest, most accurate business and consumer sales leads and mailing lists available anywhere. Nearly 4 million

Two Dyads Create the Force of the Value Proposition

Offer Dyad



Communication Dyad



The Offer Dyad

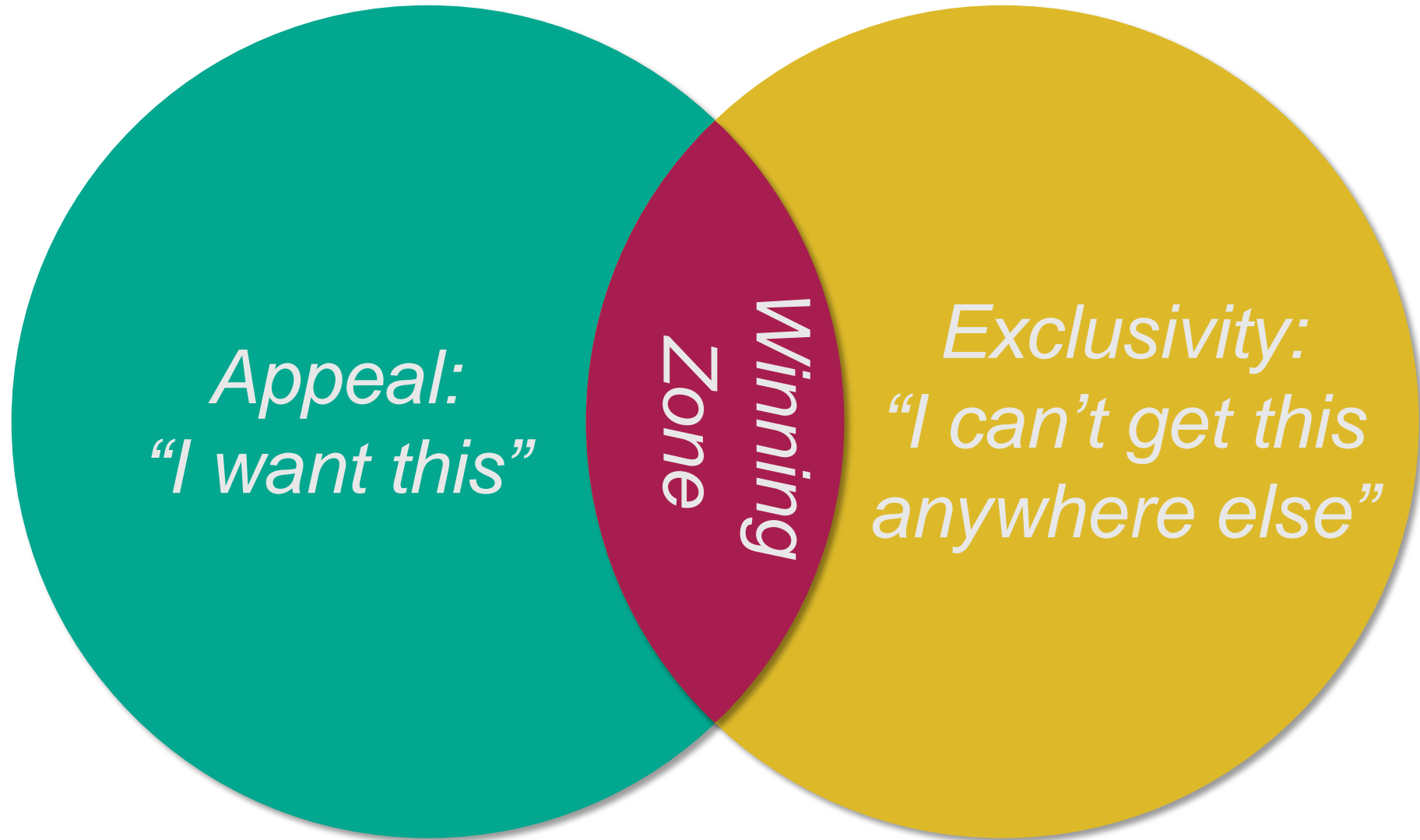
*Appeal:
“I want this”*

The Offer Dyad

*Appeal:
“I want this”*

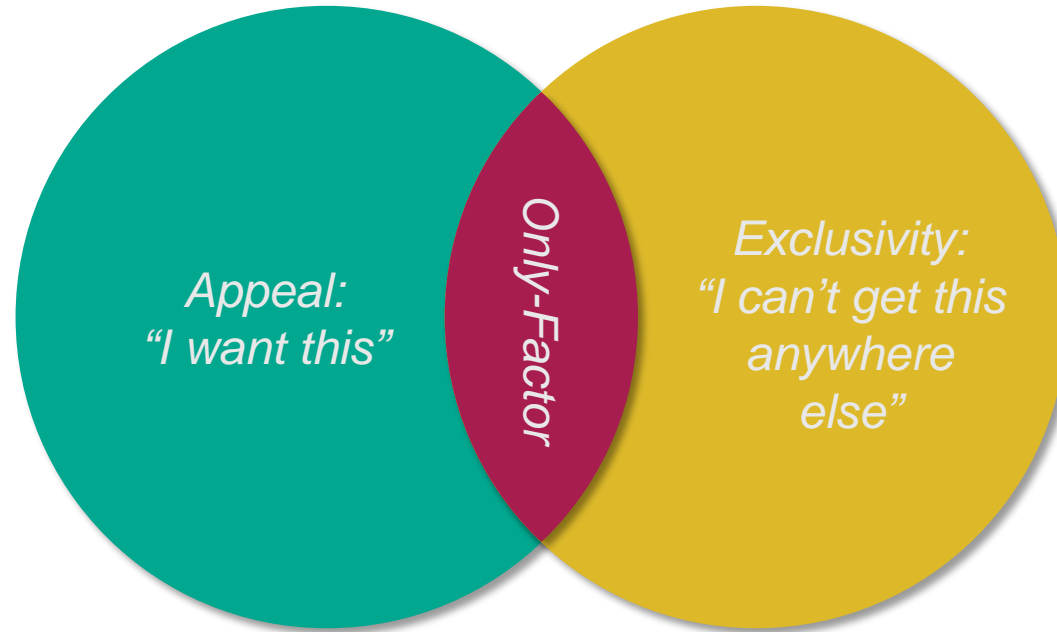
*Exclusivity:
“I can’t get this
anywhere else”*

The Offer Dyad

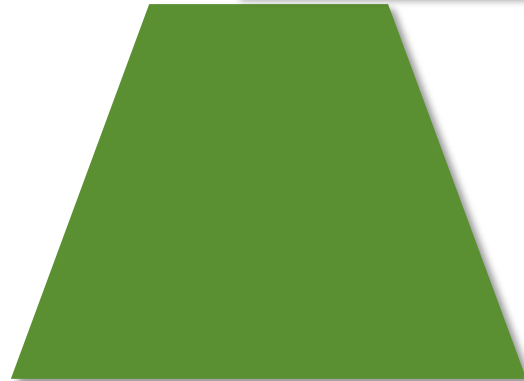


Two Dyads Create the Force of the Value Proposition

Offer Dyad



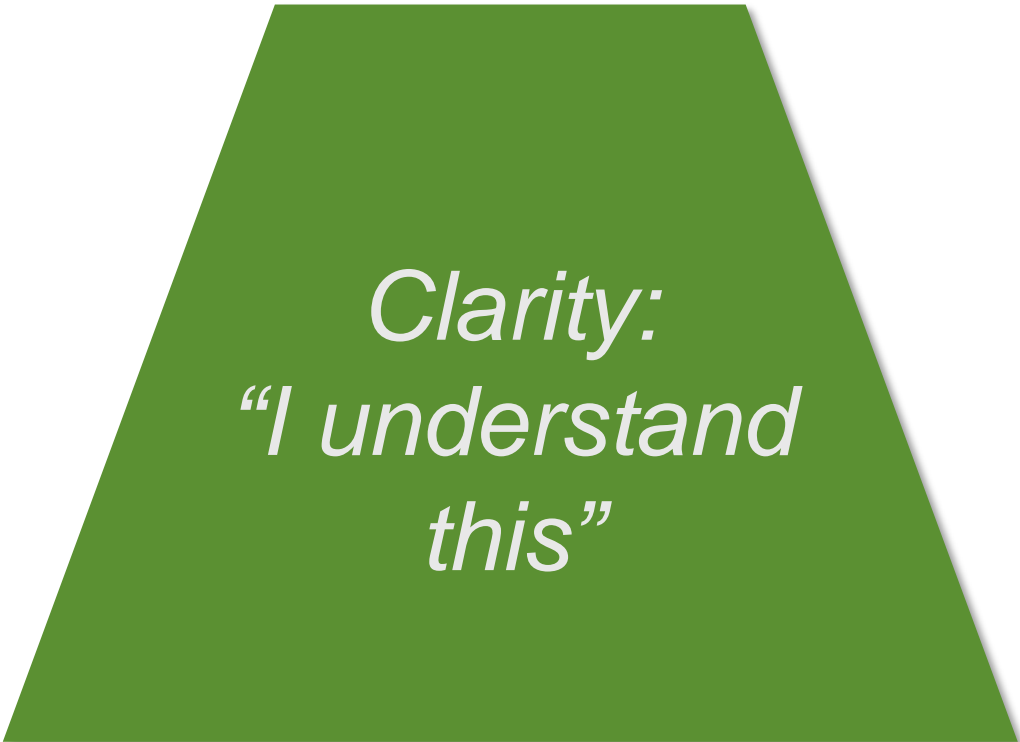
Communication Dyad



The Communication Dyad



The Communication Dyad



*Clarity:
“I understand
this”*

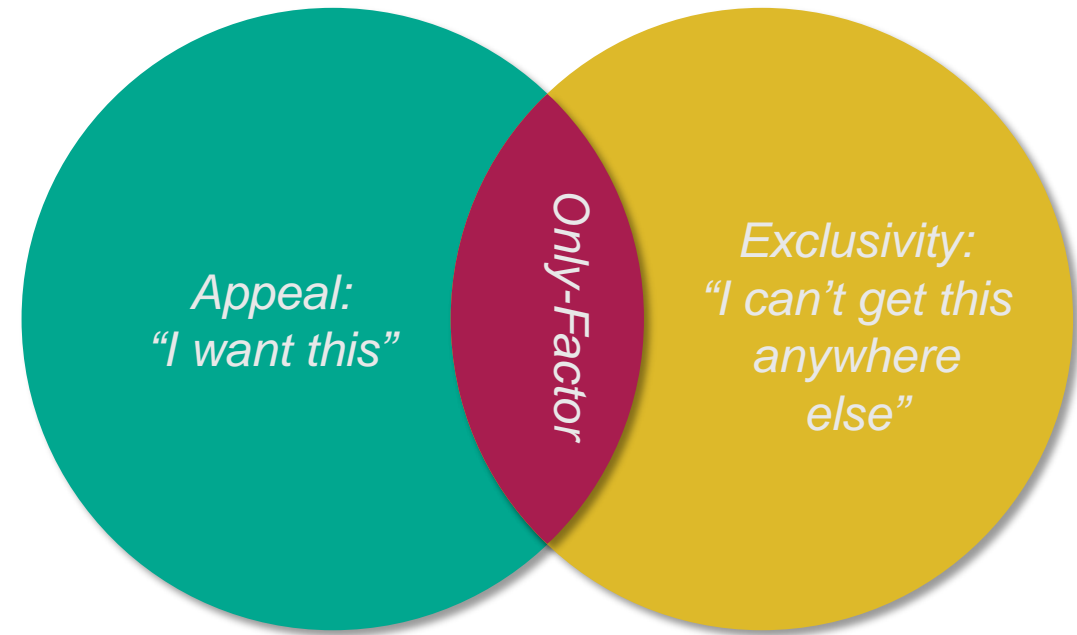
The Communication Dyad

*Clarity:
“I understand
this”*

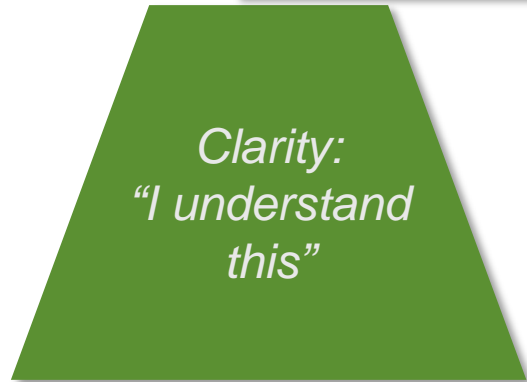
*Credibility:
“I believe this”*

Two Dyads Create the Force of the Value Proposition

Offer Dyad



Communication Dyad





Tentative Value Proposition:

“We have the nation's **fastest mobile broadband network** and the **largest international coverage** of any U.S. wireless carrier, offering the **most phones** that work in the **most countries**; the **largest Wi-Fi network** in the United States based on branded and operated hotspots.”

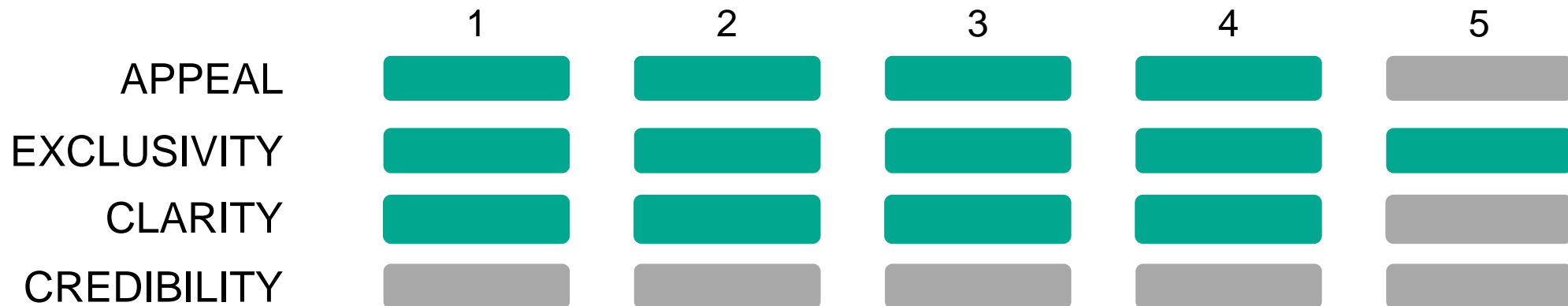
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EXCLUSIVITY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CLARITY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CREDIBILITY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Rate the Force



Tentative Value Proposition:

“We have the nation's **fastest mobile broadband network** and the **largest international coverage** of any U.S. wireless carrier, offering the **most phones** that work in the **most countries**; the **largest Wi-Fi network** in the United States based on branded and operated hotspots.”





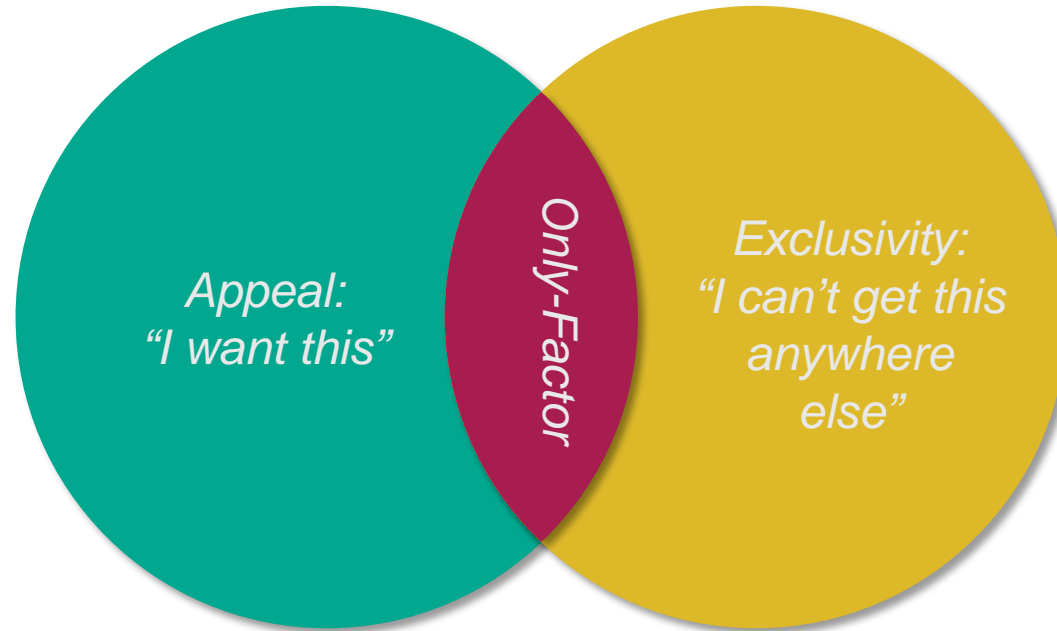
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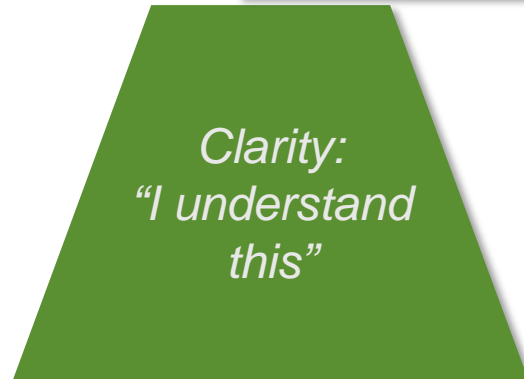
	1	2	3	4	5
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CLARITY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CREDIBILITY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Two Dyads Create the Force of the Value Proposition

Offer Dyad



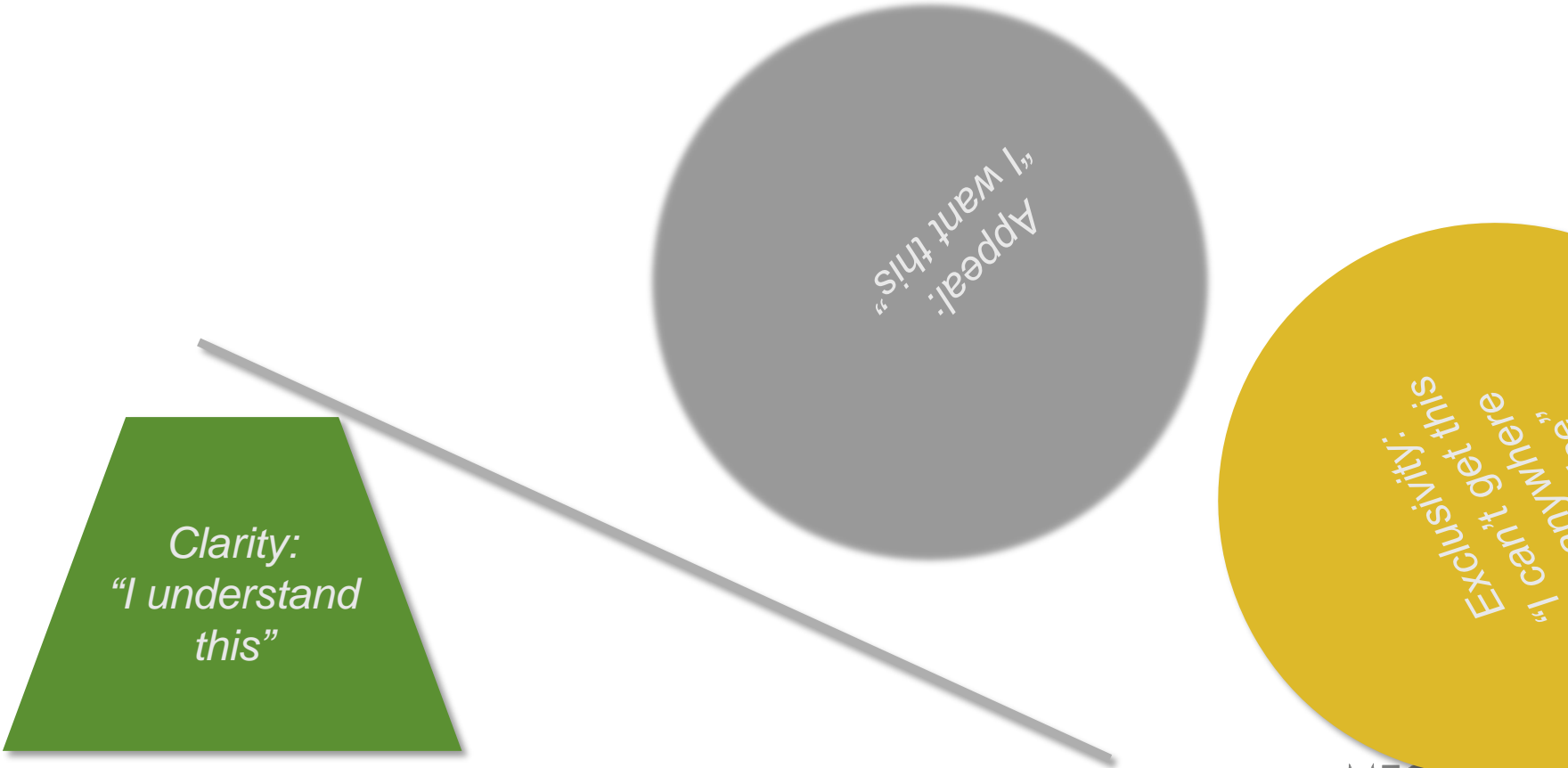
Communication Dyad



The Offer Dyad with the Communication Dyad

Offer Dyad

Communication Dyad



Experiment: Side-by-side

Control

100% Satisfaction Guarantee
If you're not perfect, but we think our guarantee is pretty close.

Searching for the Most Accurate Mailing Lists? Your Hunt is Over!

Get 500 Free Leads Today with Qualifying Purchase

We Have the Best Data Guaranteed!

To receive your **500 Free Leads**, fill out and submit the form below. Once received you will be contacted by one of our business consultants.

*First Name

*Last Name

*Company Name

*Email Address

*Phone Number

Once your information is submitted your password will be emailed to you.

[» Click Here](#)

Register Today To Get Your 500 Free Leads!

Why Should You Market Today?
(click to watch)

The industry leader in database marketing, [redacted] offers the freshest, most accurate business and consumer sales leads and mailing lists available anywhere. Nearly 4 million customers use our services to find new customers, grow their sales, and for other direct marketing, telemarketing, customer analysis and credit reference purposes.

Why Choose [redacted]?

- Safe & Secure online shopping
- Expert advice to help you succeed
- Privacy & Do Not Call compliant
- Free counts & quotes
- Free Business Resource Center
- **100% Satisfaction Guaranteed**

Plus Phone Verified Data!
We make more than 26 million phone calls each year to verify and enhance our business databases. Why? To ensure you have the freshest, most comprehensive information available. No other company in the industry does that. Period!

How Can We Help?
From mailing lists to email marketing, we're your one-stop shop to grow your sales. We'll focus on your marketing needs so you can focus on your business and grow your sales!

*Disclaimer: Receive 500 FREE leads with your minimum purchase of 2,000 business leads or 4,500 consumer leads. Offer valid one per customer.

Proud member of: [redacted]

[Privacy Policy](#)

Treatment

Satisfaction Guarantee
If you receive any bad data, we will refund your money, no questions asked! [Learn More >>](#)

We Make 26 Million Phone Calls a Year to Ensure You Get The Most Accurate Mailing Lists Available!

Trusted since 1972, [redacted] has compiled the **most comprehensive databases** in the industry including 210 million U.S. consumers, 14 million U.S. businesses, 13 million executives and more, all **cleaned for duplicates** and **phone verified**.

Get 500 FREE Leads added to your purchase*

Why choose [redacted]?

- ▶ 600 full-time researchers dedicated to building, verifying, and updating your data
- ▶ Our tele-research associates make over 80,000 calls a day to **phone verify** your data
- ▶ **100% money-back guarantee** on every single lead

» Plus, get 500 FREE leads added to your purchase!*

Set up your FREE access to [redacted]

- Search our business and consumer database
- Preview leads, get a quote, and download lists
- Build a list 24 hours a day 7 days a week
- Personalized online service to assist you

First Name:

Last Name:

Email:

Phone:

QUALYS
Secure Site

[Get Free Access](#)

100% Satisfaction Guarantee
If you receive any bad data, we will refund your money, no questions asked!

What Our Customers Are Saying

It's a **powerful tool** for small businesses to market like the big guys.

Haydens
Sparta, New Jersey

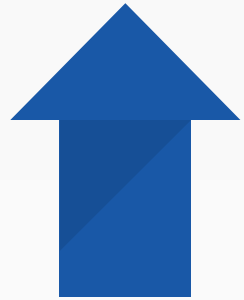
*I would recommend [redacted] to anyone looking for speedy service, accurate listings and **great customer service**. It is refreshing to receive a follow-up phone call within a week, just to make sure that I am satisfied.*

Ruhter Auction & Realty Inc.
Hastings, Nebraska

*It's great, **one-stop shopping**. There's no need to coordinate between the mail house and the printer!*

Habitat America
Annapolis, Maryland

Experiment Results



201% Relative Increase in Capture Rate

By enhancing the clarity of the value proposition on the page through the use of evidential value statements, the lead capture rate increased by over 201%.

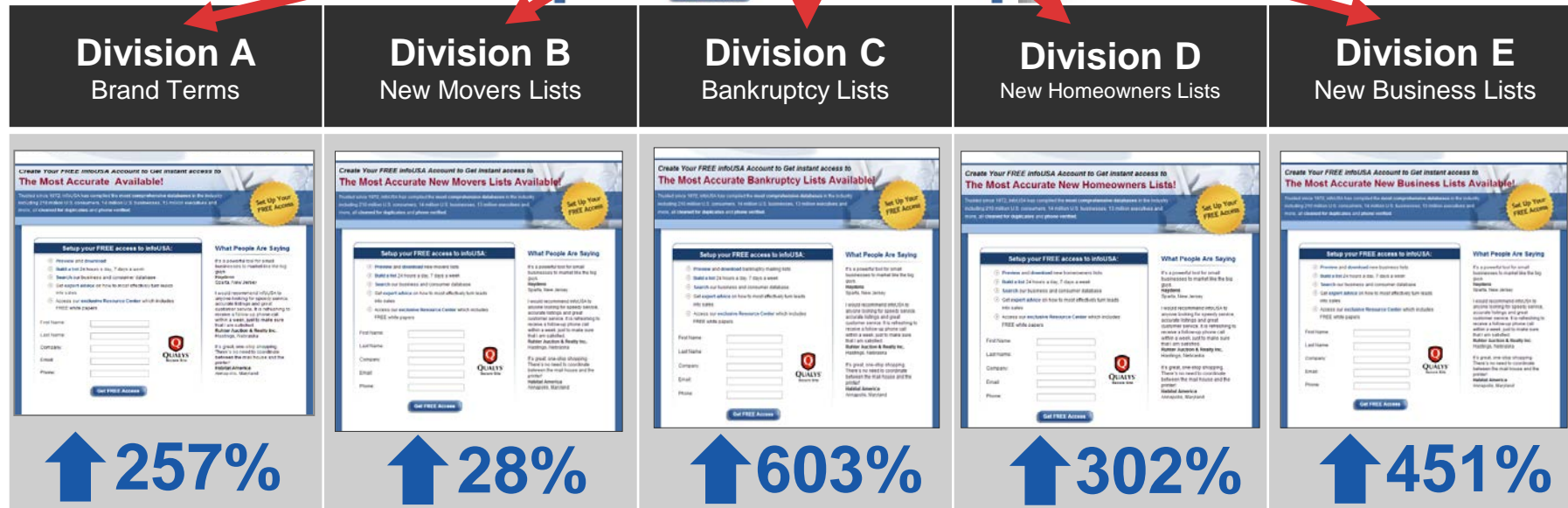
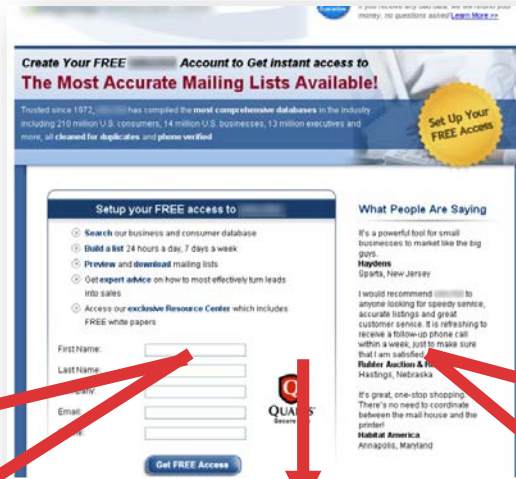
Value Proposition	Lead Gen Rate	% Rel. Change
Control	4.86%	-
Treatment	14.65%	201.3%



What You Need to Understand: By utilizing the new articulation of the value proposition, the treatment generated a 201% higher total conversion rate than the control.

Experiment: Results

Essentially, we applied a slightly modified version of the treatment across other business divisions to see significant gains.

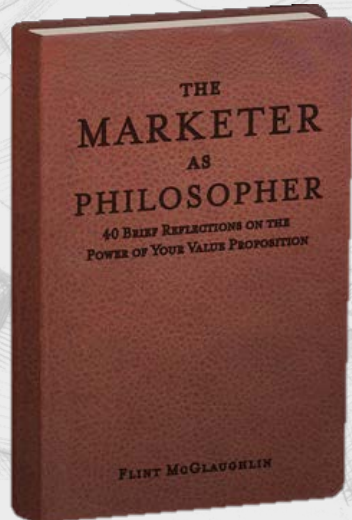
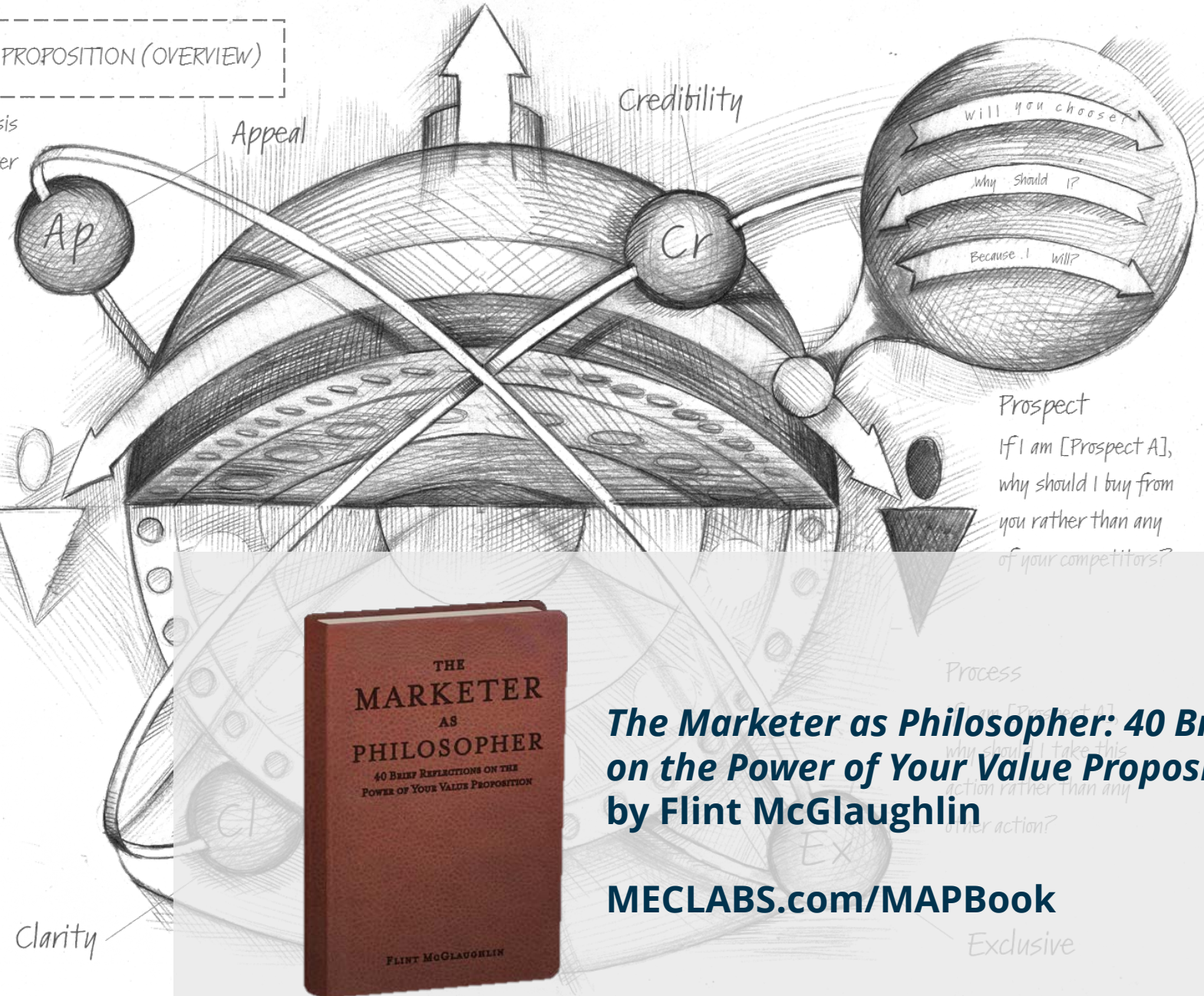


PART II - THE VALUE PROPOSITION (OVERVIEW)

Marketing is the antithesis of compulsion. The marketer tenders an option to a person with the power to choose (free will). Thus, it is the solemn obligation of the marketer to answer the all-important "why should I..."

Primary
If I am your ideal prospect, why should I buy from you rather than any of your competitors?

Product
If I am [Prospect A], why should I buy this product rather than any other product?



The Marketer as Philosopher: 40 Brief Reflections on the Power of Your Value Proposition
by Flint McGlaughlin

MECLABS.com/MAPBook

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Call for Research Partners



Participate in a research project and drive conversion increases

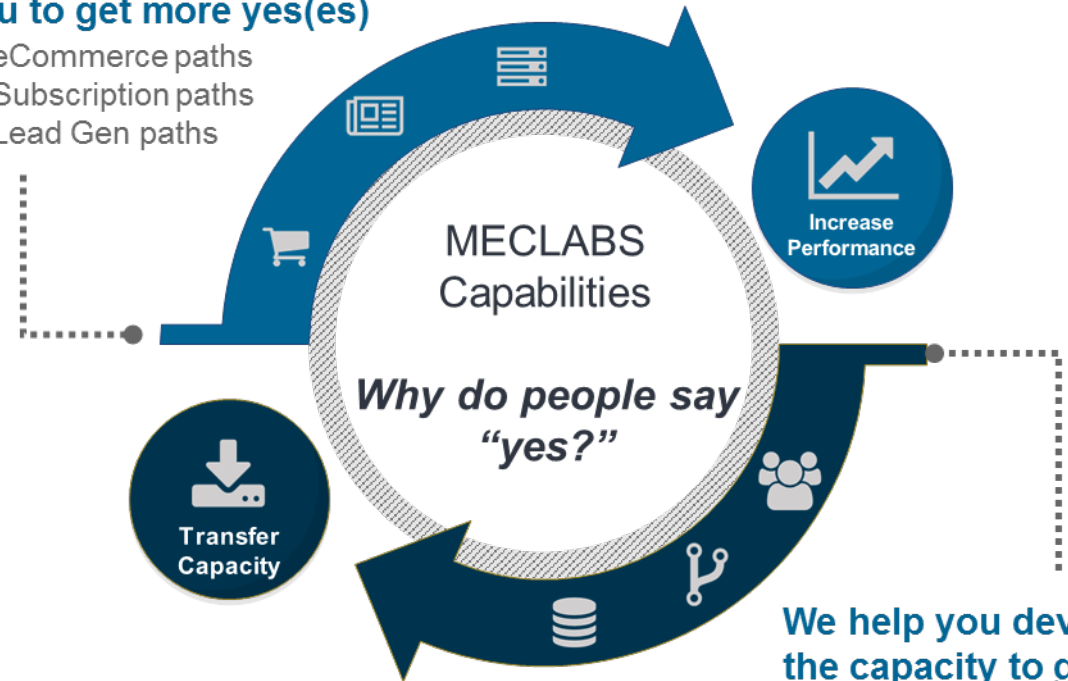
Research that you see was developed from Research Partnerships from public and private organizations.

We are currently building our 2017 research calendar and looking for companies focused on finding out why customers say “yes” in the areas of subscription, lead gen, nonprofit and ecommerce.

To learn more, visit:
MECLABS.com/Partners

We collaborate with you to get more yes(es)

1. eCommerce paths
2. Subscription paths
3. Lead Gen paths



We help you develop the capacity to get more yes(es)

1. People
2. Process
3. Technology