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**ASX Release**

## **Impelus Premium Lead Generation Launched in 'Home' Sector**

- **Following encouraging early Premium Lead Generation (PLG) performance in the Education and Health sectors, an additional category of PLG titled 'Home' has been developed and is launched in the test and learn phase;**
- **The Home category of PLG contains a broad suite of potential products and services including Energy Efficiency, Building Products, Security and Home Improvement;**
- **The Launch of PLG Home demonstrates the quick adaptability of IMS' PLG products and technology to new industry sectors; and**
- **Impelus' PLG campaigns now running in the Education and Health, and Home sectors in Australia, are generating higher average revenue per lead and leading to an increase in the pipeline of opportunities available to IMS to capitalise on. The UK market, a similar but larger market than Australia, offers attractive prospects. UK Impelus PLG is in development and will launch shortly.**

Digital Customer Acquisition and Lead Generation Company Impelus Limited (**ASX: IMS**) (**IMS, Impelus** or **Company**) is pleased to announce the roll-out of its higher margin Premium Lead Generation (**PLG**), including *Solvers*, technology in the test and learn phase in the 'Home' sector including a campaign launched in Home Improvement.

Home is an additional PLG industry sector for Impelus and includes multiple potential sub-categories such as Energy Efficiency, Building Products, Security and Home Improvement. The launch of PLG Home demonstrates the quick adaptability of IMS' PLG products and technology to new industry sectors and their growing appeal as a PLG/Customer Acquisition solution for brands and marketers.

From a standing start in March 2018, Impelus is now running successful PLG campaigns for clients in the Health and Education sectors and has expanded to the Home sector. As reported last month, IMS' PLG is now on a \$1.5 million annualised revenue run-rate from four clients. This is expected to build as product, client and campaign numbers increase and as additional sectors, such as Home, go live.



Impelus has an active business development and sales program for its PLG, including *Solvers*, to grow campaigns in the current three sectors with new industry sectors beyond Health, Education and Home being actively pursued. The UK market, a similar but larger market than Australia, offers attractive prospects also. UK IMS PLG is in development and will launch shortly. Further updates will be provided in due course.

**Impelus' CEO/Managing Director Neil Wiles said:**

*"The goal of our Premium Lead Generation, including Solvers, is simple – to deliver a diverse base of clients much better qualified Digital Leads that meet their customer acquisition objectives. Based on the growing revenue our Premium Lead solutions are now generating, which is still modest, and our expanding business development pipeline, our progress is encouraging. More client campaigns are in the pipeline and we look forward to reporting on this and other organic growth initiatives."*

-ENDS-

**FOR FURTHER INFORMATION, PLEASE CONTACT:**

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**ABOUT IMPELUS LIMITED**

Impelus Limited (ASX: IMS) is a Customer Acquisition Engine that enables businesses to cost efficiently find customers through digital channels, at scale, globally. To learn more please visit [www.impelusc corp.com](http://www.impelusc corp.com) or follow us on Twitter @ImpelusLimited

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