

Traaqr Co-Founders to speak on Lead Generation, Small Data, and Cross Channel Attribution At LeadsCon Las Vegas 2018

We've all heard about how Big Data is changing marketing, but Small Data may have a bigger impact. Learn how Small Data is changing everything at LeadsCon 2018.

SAINT LOUIS, MO, USA, February 13, 2018 /EINPresswire.com/ -- [Traaqr](http://Traaqr.com) (pronounced tracker) announced today that co-founders Brian Handrigan & Jeff Linihan have been invited to introduce digital and performance marketers to the powerful world of "[Small Data](#)" at the 2018 LeadsCon Las Vegas conference March 5-7. The pair will be presenting an interactive session titled "Small Data: The Key to Call Tracking and Cracking the Code of Offline Conversions," which will cover Small Data and its role in call tracking, offline conversions and automated campaign optimization. While new to the LeadsCon ecosystem, the team (and Traaqr) were most recently recognized as a [LendingTree Startup Innovation Spotlight Finalist](#) at the LeadsCon Connect to Convert conference in August 2017. The complete session description is available here: <http://bit.ly/traaqr-leadscon2018>. Attached are speaker bios for Handrigan (<http://bit.ly/2EDrYxQ>) and Linihan (<http://bit.ly/2EDMdLO>).

The LeadsCon Las Vegas conference is known as "The World's Leading Conference and Expo on Acquisition and Conversion Strategies" and boasts more than 3,000 leaders in performance marketing & lead generation as its attendees, giving them a place to learn cutting edge trends, tactics and technologies as well as connecting them with industry leaders and peers in a collaborative environment.



Traaqr Co-Founders Brian Handrigan & Jeff Linihan



LeadsCon Las Vegas
THE Performance Marketing Conference

The World's Leading Conference and Expo
on Acquisition and Conversion Strategies

MARCH 5-7, 2018 | THE PARIS, LAS VEGAS

Registration Is Now Open!



Held at The Paris Las Vegas, the conference takes place from Monday, March 5 through Wednesday March 7, 2018. LeadsCon registration information can be found here: <http://bit.ly/2BpBMcQ>

ABOUT TRAAQR

Traaqr is the first closed-loop, fully automated online to offline attribution & conversion tracking platform offering revenue-based analytics and continuous optimization for performance-based marketers and companies. Ultimately, Traaqr empowers all online advertisers that convert sales offline to better understand the entire customer journey and apply that data to make more informed online advertising decisions by capturing unprecedented, actionable analytics from click to call to conversion. Traaqr is headquartered in Saint Louis, MO. For more information see www.traaqr.com.

ABOUT LEADSCON LAS VEGAS

Nearly 3,000 people rely each year on LeadsCon Las Vegas for unparalleled insights and access to marketing leaders and to learn how to find, nurture and convert quality leads to grow their business. The event takes place March 5-7 in Las Vegas. Learn more at <http://www.leadscn.com/leadscnlv>

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This press release can be viewed online at: <http://www.einpresswire.com>

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