

# Advocado Co-Founders Lead Panel Discussing "Best Practices for Better Customer Acquisition" at LeadsCon ConnectToConvert

*Increase customer engagement & ROAS by learning best practices for better customer acquisition from a panel of leaders in healthcare, media, research & AdTech.*

ST LOUIS, MO, USA, September 30, 2018 /EINPresswire.com/ -- Increase customer engagement and return on advertising spend (ROAS) by learning [best practices for better customer acquisition](#) from a panel of industry leaders representing healthcare, media, research & AdTech.



St Louis – (September 30, 2018) – This week at the LeadsCon Connect to Convert conference in Boston, MA, [Advocado](#) Co-Founders Brian Handrigan & Jeff Linihan will be leading a Panel Discussion on Best Practices for Better Customer Acquisition. The session will cover how consumer engagement across channels (online, offline, phone, TV, etc.) and the growth of [Micro-Moments](#) create unique challenges and opportunities for Advertisers today.

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*Jeff Linihan, President, Advocado, Inc.*

The panel will discuss how customers receive (and respond) to messages across a variety of channels – from broadcast to digital to OTT and over phone. So, as advertisers, we are asking, How do we make cross channel engagement work together to create a unified customer experience and competitive advantage?

In the session, the panel will discuss:

- \* Micro-moments and the role they play in cross channel attribution and campaign activation
- \* How to assess broadcast media efficacy (and actions to take) through online performance measurement
- \* How to optimize online ads by connecting offline (call) conversions
- \* How to activate real-time digital campaigns based on video advertising events
- \* And... First hand experiences direct from the trenches.

"I am excited to be facilitating this panel on best practices as our industry goes through significant change," said Jeff Linihan President, Advocado, Inc. "By bringing together different experience sets, and points of view, attendees will be able to learn from the assembled leaders from different industries, roles and having multiple points of view."

About LeadsCon's Connect to Convert Conference and Expo

Connect to Convert is the lead industry's only roll-up-your-sleeves summer educational conference and exposition dedicated entirely to the most effective and emerging sectors of the lead generation industry: Calls, Clicks, Search and Shares. With dedicated b-to-c and b-to-b content designed around each section of the sales cycle, LeadsCon's Connect to Convert arms attendees with the critical intelligence they need to succeed in 2019 and beyond. The event takes place October 3-5 in Boston, MA. Learn more at [leadscon.com/connecttoconvert](http://leadscon.com/connecttoconvert).

#### About Advocado

Built by marketers for marketers, Advocado empowers advertisers to connect the dots between sales and their broadcast and digital campaigns, even when sales happen over the phone. Through native integrations with leading ad platforms, CRMs and analytics tools, Advocado helps advertisers optimize their ad spends. Advocado was founded in 2018 and is based in St. Louis, MO. For more information, visit [myadvocado.com](http://myadvocado.com).

\* Source: Internet Advertising Bureau (IAB)

\*\* Source: Search Engine Journal

\*\* Source: BIA/Kelsey

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