



Crytico Lead Generation Program Recognizes Several Benefits

Tea, SD – April 16, 2015 – Crytico, LLC., the first and only review website that is 100% dedicated to mobility products and services, has recognized multiple benefits from its lead generation program. The advantage of the program is two-fold as it not only distributes quality leads to mobility dealers around the country, but it also assists consumers of mobility products to find the best price and service.

Launched in January, 2015, Crytico's primary goal is to be a forum for consumers to read and write unbiased reviews on products unique to people who have difficulty getting around. With over 1200 products and 500 local mobility providers listed on Crytico.com, the website manifested into a perfect medium to connect consumers with dealers who sell those specialized mobility products. Consumers can research products, read authenticated peer reviews as well as get quotes on products they research, all on one website and from the comfort of their own home.

Local mobility dealers and providers can participate in the Crytico lead generation program with zero risk. When a dealer enrolls in the program they provide Crytico with a list of manufacturers and products they support; this is to ensure Crytico can connect consumers and dealers appropriately. Secondly, partners of the lead program pay per lead on those products they support, not a monthly fee without any guarantee of the amount of leads generated. The cost of leads distributed are the most competitive in the industry and provide the dealer with quality information on the consumer.

"The Crytico lead generation program is a win-win for everyone involved," said Monique McGivney a mobility advocate with Crytico. "First and foremost the customer can quickly request price quotes for thousands of mobility products in a matter of minutes. Prior to Crytico, a consumer would have to visit multiple websites to gather information on products. Then additional research had to be performed to find the dealers who are authorized to sell the particular product they need which can be time consuming and frustrating for many people. I have talked with customers who are at all stages of the buying cycle and Crytico has helped streamline the process for them. One woman simply needed a wheelchair to help transport her husband; she didn't know anything about brands, options, pricing, etc. With one entry into Crytico, she was connected with multiple local dealers in her area to help her with all the options to get her the best mobility solution."

Another benefit of the Crytico lead generation program is the opportunity to expose consumers to a multitude of various other mobility products. When a person writes a review or inquires on a product on crytico.com, complimentary mobility products will be displayed. "We know our customers have unique needs and may not necessarily know about all the amazing products that are available," said McGivney. "Imagine shopping for a scooter or wheelchair and being introduced to a wheelchair lift to help transport that scooter or wheelchair, and home modifications options like ramps or stair lifts. This is a tremendous benefit to consumers, manufacturers and local dealers of mobility products."

About Crytico

Crytico.com was created by industry experts who have worked in the mobility product arena for several decades, recognizing a void of opinions on products and services customers purchase. Crytico.com is the first and only premier review site that is 100% dedicated to mobility products and services mobility dealers provide. For more information contact Monique@crytico.com.