

# Adwerx Creates Tool to Quickly Add Contacts to Digital Ad Campaign

## New unique email addresses allow for easy list management

DURHAM, N.C.— March 28, 2017 — Adwerx, the leading provider of localized digital advertising for over 40,000 U.S. real estate agents and brokers, today announced a new feature for the existing Sphere advertising product. The patent-pending feature is called Quick Adder™, and it uses a unique email address for each campaign. It sends the new contact's email address to the Quick Adder address and then automatically adds those contacts to the digital ad campaign. This allows the customer's digital ad to follow them around on Facebook, hundreds of websites, and in mobile apps.

"We were already helping agents, insurance professionals, and loan officers stay top of mind with the people they already have relationships with and want to nurture with sphere ads," said Jed Carlson, Adwerx CEO. "It's a best practice to keep your list up to date, and the Quick Adder feature is the next evolution in marketing automation for our customers."

The technology behind the Quick Adder is so unique, the company submitted the patent application in February 2017.

Adwerx sphere ads offer targeted precision to find the contacts on a professional's database. The sphere tool has been widely adopted by real estate agents, loan originators, and insurance officers in the United States and Canada.

### **About Adwerx**

One of the fastest growing companies in real estate technology, Adwerx provides brilliantly simple digital advertising to over 40,000 real estate customers across all 50 states and Canada. Adwerx is comprised of a team of savvy marketers, experienced software developers, and advertising veterans who are bound together by the simple belief that online marketing should work for everyone. For more information, [visit www.adwerx.com](http://www.adwerx.com).

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