The LeadsCouncil
Guide to Lead Buying

What you need to know about buying leads to build your business

LeadsCouncil | infutor

About buying leads

Leads are prospective customers. They have expressed interest in a product or service and provided contact information for follow-up. As a result, buying and acting on leads is one of the fastest ways to fill your marketing funnel and expand your flow of incoming prospects.

Buying leads is actually a relatively straightforward process. With a few emails or phone calls, you can easily arrange for hundreds of leads to be delivered to your team every day.

But for many marketers, the idea of buying qualified leads is a daunting prospect that involves a lot of uncertainty: unfamiliar players, new terminology, and an unknown process.

This guide covers the fundamentals of buying leads in 2020 and beyond, to help you understand and navigate the key aspects of the process of buying and managing leads successfully. It will help you answer the fundamental questions every lead buyer faces:

- How do you evaluate and select partners for lead acquisition?
- How do you know whether you're getting the right kind of leads?
- What factors should you consider in contracting for leads?
- How can you add to the value and specificity of your leads?
- What kind of process and tools do you need to work your leads most effectively?
- What are the most important legal and regulatory compliance issues to be aware of?

Whether you are new to the field or have been buying leads for several years, you'll find knowledgeable guidance and insider knowledge that will help you navigate industry trends to use leads effectively, expanding your sales and fueling your profitability.

In the end, that's what LeadsCouncil and the entire lead generation industry is all about: helping your business grow successfully.

ADVICE YOU CAN TRUST

The LeadsCouncil is an independent association of companies in the online lead generation industry, including lead sellers, lead buyers and service providers that are committed to the highest ethical standards. We are focused on improving transparency in the marketplace and helping buyers optimize their lead buying processes.

This guide incorporates the experience and insights of our members. However, it is not intended as a definitive source of information in matters of legal and regulatory compliance.

Table of Contents

Starting Point: Leads and Their Sources

Lead aggregators create demand—or more accurately, harness demand. They identify consumers with a need and introduce them to providers who can address it.

Their expertise lies in identifying and reaching interested consumers at scale, capturing their attention, and motivating them to provide their contact information—and doing it all efficiently and economically.

In the process, they provide a market for companies that offer the products and services consumers need, and at the same time allow consumers to learn about and purchase solutions that are available to them for a fair price.

And while it's simple in theory, complexities emerge in the execution through innumerable variations in the kinds of companies that gather leads, the ways they go about collecting and processing them, and the ways they offer them to buyers.

Let's start at the beginning.

What kinds of companies sell leads?

You'll hear many different names for these businesses:

- Lead Aggregators
- Lead Generators
- Lead Sellers
- Lead Providers
- Lead Partners
- Third-Party Affiliates

If you ask ten experienced lead buyers about the differences between these names, you're likely to hear ten different answers. Some, for example, suggest that aggregators bring together larger numbers of buyers from multiple sources. Others say third-party affiliates collect leads using their client's business name and branding and send the leads directly to the client's website or call center.

But there is no broad consensus on these distinctions, and while methods and details of lead gathering techniques and client arrangements certainly do differ, this paper will use the term **lead aggregator** to refer to all businesses that collect and sell leads.

The Business Benefits of Lead Buying

Lead aggregators give their clients tremendous flexibility in achieving their consumer marketing goals. Companies can scale their sales efforts and results up or down very quickly, based on market conditions and their business needs. And they can achieve this adaptability with low, predictable costs.

How do lead aggregators collect leads?

There are three principal pathways for a consumer to reach a lead aggregator, and it's important for lead buyers to understand the distinctions.

1. **Search-driven leads** are consumers who have searched online for a specific product or service, searched for a related item, or used related keywords in a search. The lead aggregator either appears organically in the search results or, more likely, as a sponsored, pay-per-click listing in the results.

   For example, a consumer who is considering purchasing a home may search for "mortgage lenders." The search results will include specific banks, lenders, and lead aggregators who will ask the consumer for contact information in exchange for providing more information or connecting them with mortgage providers.

   Search-driven leads are generally considered to be the most likely to convert, as they represent buyers actively looking for a product or service. The highest quality leads are natural traffic searching for your branded URL, as these consumers are not only looking for the products or services in your category, but yours specifically. Organic and paid keyword searchers are next in line, and excellent sources for leads.

2. **Display advertising-driven leads** are consumers who have responded to an advertisement placed by a lead aggregator for a product or service, or for a category of products or services. The ad may be online, or on more traditional direct response media such as television or radio.

   To continue the example, a lead aggregator specialized in the mortgage industry might sponsor advertisements about an easier way to shop for a mortgage, and capture contact information from consumers who respond.

   Leads from display advertising are generally considered good prospects for converting, but less so than leads from searches in that consumers are less active in their pursuit of product information.

3. **Leads from shared interests** are consumers who may have visited a website or social media group that offers content related to a product or service, and is allied with or sponsored by a lead aggregator.

   In the case of mortgage lending, it might be a website that offers information about negotiating the best mortgage, or offering advice about balancing higher points against a lower interest rate.

   Most lead buyers consider shared interests leads to be less likely than other types of leads to convert, because it's not always clear that their interest is tied to an imminent purchase.

Regardless of how a consumer reaches the lead aggregator, they don't become a lead until they provide some type of contact information via a form. Forms are usually completed online or via telephone, and sometimes via email. They can vary in length from just three data fields (first and last name and phone number) to a complete user profile of the lead. The shorter the form, the more likely consumers are to complete it but additional information can help qualify leads.

It's important to note that there is no "best" kind of lead. The different types of leads are generally offered at different price points, and all of them can bring value to a company's lead program. But as an informed lead buyer, it is essential to know how your lead aggregators are gathering the leads they're offering.

How do lead aggregators offer leads?

Again, there is no single simple answer to this question. Lead aggregators have developed a wide range of approaches to offering and selling leads to accommodate the needs, preferences and budgets of their clients. However, some basic distinctions can be made.

1. **Shared leads.** In this model, leads are offered to more than one lead buyer, almost always at a lower cost per lead. For buyers whose lead follow-up operation is geared toward quick, efficient responses, shared leads can be an effective, low cost strategy. For lead aggregators, this approach provides a flexible market for leads and an adaptable revenue stream.

2. **Exclusive leads** are offered only to one buyer, and may be captured through a live telephone transfer rather than a lead form. Since the lead aggregator is required to cover its costs with a single sale, cost per lead is usually higher, but since the buyer is the only business communicating with the lead, they can be a little more relaxed in how quickly they make contact (not too relaxed, though, since prompt follow-up almost always delivers the best opportunity to convert a lead).

Exclusive leads can be gathered in the lead aggregator's name as a true third-party lead, or using the client's name through a licensing or other affiliate agreement.

What are lead filters?

Regardless of whether a lead is shared or exclusive, lead buyers will usually apply filters to their incoming leads to eliminate any they cannot work. These may be based on geography, gender or other demographic characteristic, or consumer data that is appended to the lead, such as likely household income.

The use of filters ensures that lead buyers maximize their usable leads, which is a benefit for both buyers and sellers. However, for lead aggregators offering exclusive leads, which cannot be marketed to other potential buyers, the extent of filtering that a client requires may affect pricing.

What industries use leads?

While leads could assist consumer marketers in virtually any industry, some are particularly well established in using third-party leads, among them:

- Insurance
- Mortgage Lending
- Debt Settlement
- Personal Loans
- Home Improvements
- Education

However, creative pioneers are constantly exploring new industries—often made possible by the disruptive effects of digital and mobile technologies in fields as varied as automobile sales and even dating!

Finding the Right Lead Partners

Lead aggregators can and should play a significant role in improving lead buyers' marketing results. As a lead buyer, it is worth the investment of time and effort to identify partners that will work cooperatively with your business to drive success.

Ask any lead professional and they'll tell you that buying and selling leads is a business founded on relationships. For newcomers to the field, that may seem counterintuitive; after all, isn't one lead more or less like any other?

While one randomly selected lead may not differ much from another, leads aren't random. Lead aggregators can adjust innumerable variables:

- How and where leads are collected
- How consumers are asked to provide their contact information
- What consumers learn about what will happen next
- How leads are priced and provided
- How filters are applied

Perhaps more to the point is how closely the lead aggregator will work with a client to adjust these variables to improve results in the client's business.

Ensuring that all these factors align to create a mutually profitable flow of prospects from aggregator to buyer requires a strong, cooperative relationship. Here's how to go about building one.

Identifying and vetting potential partners

If you don't have experience buying leads, start by getting a sense of the industry. Consider attending any of the regional or national conferences and other events sponsored by LeadsCouncil. They provide an excellent opportunity to meet and network with people in the industry and get a sense of the different providers and what they can offer your business.

Online searches and professional resources such as LinkedIn are another avenue to familiarize yourself with the industry and with individual lead aggregators. Experienced lead buyers can use the same kinds of tools to identify and research prospective new providers.

Look for lead aggregators that are familiar with your industry. You may want to start with a highly recommended, experienced company. But don't overlook the value you can gain from a younger organization seeking to demonstrate its worth through aggressive pricing, particularly if its executive staff includes experienced individuals.

LEADSCOUNCIL TIP

Look for transparency right from the start. For example, does your potential lead source list the founders or executive staff on their website? Can you find profiles of its company leaders on LinkedIn, and does it have a history and a network of relationships in the lead generation industry or your vertical? These factors can help you gain insights into how the company does business.

Looking deeper

Once you've identified a potential partner, you'll want to learn more about the company. They should be happy to provide you with the kind of information below, but will likely require a Non-Disclosure Agreement first (see next section).

- **References.** Ask for three to four client references. The ideal references will have active campaigns in industries related to your vertical that have been running for at least six months. They'll be in a position to provide insights not only on how the partner's leads are performing, but on how the business relationship has been managed and, hopefully, refined as the campaign has continued.
- **Lead sources.** Find out how they gather their leads. Ask them about their marketing techniques and spending. Are they bringing in leads from their own marketing activities, or buying leads from another provider and reselling them? (One approach isn't necessarily better than another, but as the buyer you should know the source.) Ask for a media kit, which should provide an overall summary of the campaigns they run as well as the sources they rely on; and for the percent of lead traffic they draw from each different marketing method.
- **Portals and websites.** Ask for a full list of these online gateways for lead gathering. Check all sites and portals to ensure they include request forms. You'll also want to be sure they spell out the lead aggregator's privacy policy and contact information. Check traffic estimation tools to determine if the average traffic to these portals supports lead projections.
- **Licensing and compliance.** If your industry has state licensing requirements or other regulations that apply to lead generation, ensure your potential partner is fully in compliance. In addition, make sure they are in compliance with national regulations that apply to contacting consumers such as the Telephone Consumer Protection Act (TCPA), the Controlling the Assault of Non-Solicited Pornography and Marketing (CAN-SPAM) act and the California Consumer Privacy Act (CCPA).
- **Financial and organizational due diligence.** Confirm how long the company has been in business and operating in your vertical. Ensure they have the ability to financially guarantee their compliance with the law (typically handled via insurance and spelled out in contractual agreements). If the company is publicly traded, look at their financial data—and if not, ask them to share at least a broad picture of their financial condition. In addition to their overall fiscal health, look for information on marketing spend and, if available, commissions.

Contractual matters

Your contractual relationship with a lead aggregator will start with a **Non-Disclosure Agreement** (NDA), which will probably be executed well before the time you actually begin doing business. Without an NDA, most lead aggregators will not be able to provide enough information for you to evaluate them as a prospective business partner. An NDA will also protect your interests and competitive advantages.

Once you reach the decision to do business with a lead aggregator, your contract will typically include a long-term **Master Services Agreement** (MSA) that governs basic terms as well as short-term **Insertion Orders** (IOs) that outline the specifics of a campaign. The IO covers methods of lead generation, allocations, costs, and pacing. The use of IOs allows for material shifts as a campaign unfolds.

Proper contracting should provide the buyer with options to alter the campaign, return non-qualified leads, protect the assets of their company, and respect the business practices and policies of the lead aggregator.

- **The MSA** includes standard contracting terms and often addresses partner liability. It should clearly outline required compliance with any laws pertaining to your industry in your state(s), clear expectations for the business relationship and the campaign you'll be running, and the methods for enforcement of those expectations. As to what those expectations are, decide beforehand what terms are important to your business, and work to include them.

The MSA should hold partners liable for any violation of the agreement. If the partners cannot agree to unlimited liability, indemnification language should be added to provide unlimited protection for specific sections within the contract, while specific and appropriate limitations are addressed in a separate limitation of liability section.

- **Return policies** for unusable leads should also be addressed in the MSA. The terms should reflect the buyer's right to enforce quality, while accommodating the lead aggregator's return practices. Some lead aggregators, for instance, allow for a flat percentage of returns while others prefer returns for specific reasons. These reasons can include fraudulent traffic or "ad fraud" (the intentional generation of incorrect data), false or inaccurate information, leads that did not request information, or leads that are duplicated in the client's database.

  In addition to allowed reasons for returns, the terms should outline the frequency and methods for returns, whether real time, daily, or monthly, and communicated through email, spreadsheet delivery, or a lead management platform (see page 22). Finally, determine whether the lead aggregator should be able to replace returned inquiries with the allocation based on either the raw total or the accepted count.

- **Filter management** and negotiations should be an ongoing process throughout the life of a campaign (see page 6 for more information on filters). Ground rules should be spelled out in the MSA and shorter-term issues addressed in IOs. The discovery phase should provide a good idea of lead performance.

  The buyer should track the Key Performance Indicators (KPIs) during each campaign and alter filters accordingly, tracking both the changes in filters and the effect on results throughout the campaign. KPIs usually include conversions, contact rate, and speed to conversion. Lead management platforms can provide real time feedback of these metrics, but manual tracking can also be effective. Cost, at least initially, should be based on all the aforementioned details.

  Buyers can and should optimize their filter tactics by doing regular, ongoing campaign analysis and communicate any desired filter changes promptly to the aggregator. For their part, aggregators should always communicate new filter options and general performance observations.

- **Licensing terms** should be clearly defined and spelled out if the lead aggregator will be using the client's name and brand to collect leads. In such cases, the lead buyer should insist on the right to approve all branded content, including use of logos, trademarks, and the like.

- **Insertion Orders** (IOs) should outline campaign allocation, lead cost, lead type, and duration and allow the partners to adjust purchase quantities and prices at certain intervals. The IO should address the total volume for a specific time period and the pacing in which leads should be delivered.

  Daily pace should be based on how many leads the sales department can contact in a day and paced evenly throughout your campaign time frame. If the buyer can contact leads on weekends, the IO should include weekend lead traffic. If not, measure the opportunity appropriately to determine if it is worth your while to purchase weekend leads. Test the value by launching a test on a weekend using a small number of leads. Measure the contact rate and conversions against the weekday data. In a B2B industry, weekends may not produce high volume or value.

  Finally, the IO should also anticipate daily volume variance due to holidays or patterns relevant to your industry. For example, a weight loss offer should yield high interest in early January.

Both parties should have the right to terminate the agreement. In general, agreements should provide a timeline for termination both with and without cause. If an agreement is terminated with cause such as fraudulent activity, both parties should have the right to immediate termination. The contract should outline which clauses will remain effective and all licensing agreements shall cease.

Communication: key to success

Clear, open communication between the lead buyer and lead aggregator is essential to the success of a campaign.

But what information can you freely share? Consider any regulations that apply to your field. In education, for example, the Family Educational Rights and Privacy Act (FERPA) regulates information sharing associated with student records. You'll also want to be cautious about sharing proprietary competitive data such as internal marketing strategies or the full results of a specific campaign, although an NDA should alleviate most of these concerns.

Similarly, even with an NDA an aggregator may be reluctant to share detailed demographic or sourcing data for fear of revealing a competitive advantage. However, they should certainly be willing to share enough information for the buyer to be comfortable with the lead match process, and to understand how their leads are being generated.

Optimizing your campaigns

Before a campaign starts, share information with the lead aggregator about your definition of a quality lead, including key demographics, messaging and sources that typically work well, branding and compliance guidelines, and program start dates or restrictions. Sharing information about previous successes—and failures—can also help steer a campaign in the right direction. If you operate a call center, consider sharing calls from past campaigns to help the lead aggregator understand how your team converts leads and the kinds of objections they face. This kind of information sharing helps to ensure that you and your lead aggregator are on the same page.

As your campaign begins to take shape, plan to review the creative and messaging associated with lead generation efforts conducted on your behalf. Ensure the marketing messages are aligned with the actual consumer experience and that all your leads fully understand what to expect. For example, the lead aggregator should let the consumer know when they can expect to hear from your company, along with the methods of follow up that will be used.

Depending on the size and duration of a campaign, it may be beneficial to schedule weekly or monthly calls to discuss campaign metrics. Sharing the results of KPIs such as contact rates, deactivation rates, call transfer rates, applications, appointments, and cost goals should help both parties understand how well the campaign is working—and what kinds of changes can be implemented to improve performance.

Regular recurring calls are also an opportunity to discuss new initiatives such as traditional media ad placements or branding campaigns that might be leveraged to support digital and other lead generation. Finally, the lead aggregator can update the buyer on potential new placement opportunities, results of A/B tests, and possible best practices mentioned by other clients.

LEADSCOUNCIL TIP

Don't overlook the value of a pure paid branded campaign to supplement your lead buying activities. Such a campaign can help drive recognition and response in the market and boost your lead volume purchasing and conversion overall.

Finding the Right Leads

It's impossible to name a single "best" kind of lead. What works for one company and one brand may not work as well for another. Lead-driven campaigns are a process of experiment and refinement to continually improve results—and continually redefine the "best" kind of lead.

But as a lead buyer you have to start somewhere. And basic distinctions, along with some generalizations, can be drawn between types of leads from different sources; the different ways they are offered to buyers; and the ways buyers can filter incoming leads.

More on lead sources

As a lead buyer, it's important for you to know the details of how your leads are generated, as their source(s) play a major role in both performance and pricing.

- **Search-driven traffic** generally yields the strongest performing leads, but there can be distinctions between organic and paid keyword searchers. Ask your lead aggregator if they distinguish between organic and paid responses and about the paid terms they are using. SEO and SEM service providers can offer an inside view into the traffic for specific domains—an excellent confirmation of what the aggregator is telling you.

> **LEADSCOUNCIL TIP**
>
> Ensure you can substantiate all claims in any creative executions that are generating leads on behalf, doubly so if they use your branding.

- **Display advertising** is an excellent means to target consumers who are considering a purchase but not actively looking for a product or service. If a lead aggregator is utilizing this method, ask for a general description of the site that consumers are referred to, estimated impressions scored by the campaign, and creative samples.

  Make sure the featured offer satisfies any relevant regulations or laws governing your industry and accurately reflects your product to appeal to qualified consumers. For example, mortgage ads offering very low teaser rates might yield a lower quality lead due to unrealistic consumer expectations.

  In general, display advertising should be branded to the lead aggregator, not the lead buyer. Exceptions warrant additional transparency.

> **LEADSCOUNCIL TIP**
>
> Although search-driven leads are generally considered the most likely to convert, display advertising offers a wide range of targeting techniques, particularly through social media. These techniques are well worth exploring.

- **Affiliate marketing** allows lead aggregators to increase the flow of lead traffic by rewarding third-party marketing partners for driving affiliate traffic or lead form data into the lead aggregator's landing pages.

  Since third-party affiliate leads are fueled by incentives, quality can suffer due to the techniques that can be implemented by these providers to drive traffic. To avoid a high percentage of fraudulent traffic, which can bring costly TCPA violations in cases where the lead hasn't given permission to contact, understand the lead aggregator's tactics in handling affiliate relationships. How involved are they in the marketing mix? What lead or traffic verification processes are in place on the campaign? Is the affiliate using one or more ad fraud solutions to identify and reduce or eliminate the occurrences of fraudulent traffic?

LEADSCOUNCIL TIP

Always ask whether third-party affiliates are in use in a campaign—and ask your lead aggregator to include with every lead a sub-ID or affiliate code that identifies third-party affiliate leads. That will allow you to monitor the performance of different affiliates.

- **Exclusivity, branding and lead forms.** If you use a lead aggregator to obtain leads using your brand name, the leads will be exclusive to your company. You can also purchase exclusive leads that are not branded to your company. Either way, exclusive leads may be transferred directly to your website or call center but you can expect to pay more since the lead aggregator has only one buyer to offset the cost of acquisition.

LEADSCOUNCIL TIP

Shared leads are typically less likely to convert, because another buyer may have already contacted them. However, if your lead operation can quickly follow up on incoming leads, they may be a profitable source of new business. In fact, one LeadsCouncil member buys shared leads exclusively because their operation is geared to contact leads very quickly.

- **Lead forms**—or more specifically the amount of information they collect—also influence pricing. Because fewer consumers complete longer forms, leads that utilize them are generally more expensive. However, the additional information collected on longer forms means the leads can be better qualified for the buyer—a trade-off that may be worth the investment.

By contrast, short form leads are typically less expensive, but less qualified. Depending on your business and industry, however, you may not need the additional information. And for any company, short form leads can provide cost-effective scale to campaigns

LEADSCOUNCIL TIP

Leads generated through mobile marketing usually employ short forms, along with "click to call" options that reward immediate follow-up.

Setting filters

Most buyers set some kinds of filters for incoming leads. Some common examples:

- **Geographic filters** can be used to exclude areas your business doesn't serve. Geo-targeting is also employed for location-based offers such as seasonal home improvements. Data from converted leads can help provide a basis for geo-targeted campaigns.
- **Demographic filters** are based on factors such as household income, age, gender, credit score, and marital status. Analytical data gathered as your campaign unfolds can help guide your selections. If you learn that you convert leads with one or more specific demographic criteria better than leads without it, you'll obviously want to adjust your filters accordingly.

- **Time of day or day of week.** Unless your sales teams operate 24/7, you'll want to limit your incoming leads based on the time of the day and possibly the day of the week. If your call center doesn't operate on weekends, leads that come in on Saturday won't be contacted until Monday, limiting their value.

  Beyond operational considerations, time of day or day of week can also have an effect on conversion rates. Some industries with complex products or services that require a relatively long conversation to complete a sale actually may achieve higher conversion rates on the weekend, when consumers are home for longer periods of time.

- **Number of contact channels,** for example, at least two, such a phone number and email address. Again, these are criteria that can be tested by monitoring contact rate across different campaigns. For most campaigns, however, at least two forms of contact (phone number, address, or email) should be valid for qualifying a lead.

> **LEADSCOUNCIL TIP**
>
> To optimize your campaigns, monitor and analyze your KPIs for as many different variables as you can. Time of day or day of week may not seem an obvious influence on results, but it can be—and you'll want to optimize for it.

Who's responsible for filters?

Many lead aggregators will set filters according to their client's specifications to avoid the costs and hassle of returned leads. But many buyers also set their own filters as a safeguard and back-up

Either way, be sure to share as much of your conversion data as you can with your lead aggregator. They can analyze your results to uncover patterns in their marketing channels that are relevant to your business and optimize them accordingly.

Cost considerations

Lead prices are highly variable: by industry, by source, by degree of exclusivity, and by form length, just to name a few factors. There is no universally applicable average cost per lead.

To start, your cost per lead should approximate the market averages for your industry. More importantly, it should provide your business with an acceptable return on investment. ROI can be estimated using lead projections and conversion averages. If you don't have figures from your campaign or from other businesses in your industry, your lead aggregator may be able to provide general figures based on their experience.

Cost per lead should be negotiable at predetermined intervals during the campaign and by the originating lead sources as well as volume.

> **LEADSCOUNCIL TIP**
>
> Partners will often agree to a lower fee for a test campaign or to continue a campaign if a lead source is not performing.

Cost per lead versus cost per sale. It's important to look beyond how much you pay to acquire each lead in evaluating your leads and your lead campaigns. Low-priced leads may end up costing your business more money due to lower contact rates, lower conversion rates, longer times to complete a sale, and any number of other factors.

Be sure to look at all your costs in evaluating your leads and your aggregator.

Cost per lead is generally seen as a starting point of your campaign. It's the ability to track the metrics throughout your customer journey funnel or sales process that will ultimately drive efficiency and open the doors for future conversations about what your cost per lead should be with your lead aggregators. Remember that you as a buyer hold leverage to have these conversations if you are tracking the performance across your company's sales funnel.

Validating, Verifying and Scoring Leads

The most immediate way to add value to your leads is to ensure their contact information is accurate and complete. By analyzing the data in your leads—and adding to it for additional insights—you can prioritize your responses and improve results.

Even when you work with the most reputable lead aggregators, the quality of leads can still vary. And sometimes consumers simply don't tell the truth when submitting lead information.

For many lead buyers, the staff time and opportunity costs associated with working through inaccurate or incomplete leads is part of the cost of doing business.

But there is an alternative. Independent consumer data providers can instantaneously weed out non-contactable leads and score the ones that remain. Using extensive third-party consumer data and predictive analytics, these providers enable your business to:

- **Validate and verify incoming leads in real-time** to identify bogus and poor quality leads that should be rejected up front
- **Enrich your leads by appending additional consumer data** such as demographic, location, lifestyle, purchasing power, and other consumer attributes, enabling more effective segmentation and personalization
- **Score your leads based** on historical sales and conversion data so your sales team can better understand the quality of each lead and to prioritize follow-up efforts, and to help you work more effectively with your lead aggregator

These services can be utilized in real time, as your leads are delivered, to help your business make informed, data-driven marketing decisions on how to handle every incoming lead.

Validating individual fields

Validation is the process of using accurate consumer data resources to check individual fields in a lead record, such as first and last name, postal address, email address, phone number, and for some industries, even social security number and date of birth.

Validation confirms that each of these individual fields has been completed in the correct format and red flags any leads that contain invalid information in these fields.

For example, if a U.S. phone number does not have nine digits, with the first three a valid area code and the next three a valid telecom exchange, the number is not usable. The validation process identifies these kinds of problems with phone numbers as well as postal and email addresses. If one or more of these parameters is vital to your process for working leads, you may choose to return these leads due to validation issues.

In addition, third-party data partners such as Infutor can also scrub out clearly false names and other false consumer-provided information, such as fake names, profanities, or clearly false or imaginary contact information.

> **LEADSCOUNCIL TIP**
>
> One innovative use of validated address data: matching prospects from different regions of the country with sales representatives who are from that region, or have lived there. It can result in a more personal, better informed connection that can contribute to higher conversion rates.

Verifying the lead as a whole

Once you have validated the fields for usable data, the next step is to verify the data is correct. Just because you have a valid phone number doesn't mean that it's a working phone number that is associated with the person who is named in the lead.

Verification confirms that the name is linked to the address(es), phone number(s) and other fields in the lead, and that those contact channels are accurate and up to date.

Like validation, lead verification is a common, well-established lead quality management procedure conducted today. To accomplish verification, a data partner tests the contact information against a full identity graph—a comprehensive consumer data resource that serves as a source of truth by linking a consumer name with addresses, email addresses, phone numbers and other defining attributes.

Together, validation and verification assess the quality of the submitted consumer data. A third- party data provider can perform both steps. Smart lead buyers, however, move beyond this basic tactical procedure and develop a larger strategy to maximize the overall contactability of leads and conversion rates in real time.

Appending consumer data for additional insights

Strong direct sales efforts are built through personalized interactions—which means your sales team wants to know as much as possible about every lead they contact. But the online registration forms involved in lead generation are typically short, to encourage higher completion rates (generally more fields equals lower completed forms). Most leads, therefore, are limited to basic contact information and any other fields that may be pertinent to the industry.

Once a lead is validated, additional consumer data can readily be appended to the record to provide additional insights into the consumer's needs and resources.

> **LEADSCOUNCIL TIP**
>
> If abandonment rates for your lead forms are too high, consider testing the effect of a shorter form combined with the use of a third-party data partner to append or validate the missing data points.

Reputable third-party data partners can add a wide range of attributes and information, such as:

- Additional or alternative contact information (landline and mobile phone numbers, emails, addresses)
- Individual demographic data such as age, gender, income, marital status, education and more
- Household attributes such as the presence and number of children in the home
- Financial indicators (credit scores, purchasing power score)

- Lifestyle attributes such as pet ownership, travel preferences, interests in sports or the arts, technology adoption and purchases, shopping behavior, and many more

This additional data can provide insights to a sales representative before they contact each prospective customer. Armed with these insights, your representatives are better able to "visualize" their prospects and plan an informed and directed approach to the sales call through personalized sales messages to maximize conversion rates.

The additional data can also be analyzed to reveal patterns in the quality of the leads being provided by your lead aggregators (and their sub-sources), enabling better informed discussions with your lead aggregators to improve the performance of your leads. For example, you can uncover key characteristics of your best converting prospects, and work with your lead aggregators to pursue lookalike audiences to increase the volume of leads that are most effective for your business.

LEADSCOUNCIL TIP

Don't overlook the value of conducting an analysis of historical files of converted and unconverted leads using appended data. You may uncover extremely valuable strategic insights such as seasonal buying patterns or long-term changes in the characteristics of your strongest customers.

Scoring leads to predict outcomes

Validating, verifying and adding insights to leads are foundational practices to improve lead quality and conversion performance. But these steps do not simplify the task of prioritizing leads based on hard data. Fortunately, data providers have developed a solution that achieves that goal.

Lead scoring is an automated technique that uses validated, verified and appended data to predict specific outcomes for each lead—anything from initial contactability to total lifetime customer value.

Scoring of online consumer leads is similar in concept to the FICO score lenders use when making consumer underwriting decisions. They are built using past online lead performance data and predictive modeling techniques.

Scoring scales can vary considerably by type and vendor. Some may use a 1-100 scale; others a 1-1000 scale. Still others may segment leads into 10 or 20 different groups based on their scores, rather than associating a score with each lead.

Regardless of the scale, a high-scoring lead equates to a high probability of the modeled outcome, while a low-scoring lead indicates a low probability.

The outcomes that can be predicted by lead scoring are also quite varied. In addition to contactability, scores can predict likelihood to apply, register, or enroll; likelihood to convert; risk of non-payment; retention probability, and more.

LEADSCOUNCIL TIP

Is lead scoring worthwhile? In a word, yes—with the wealth of data and powerful analytical tools available today, you can better understand who your customers are, and how your products or services meet their needs. LeadsCouncil members report an 8 – 10% lift in conversion rates when using lead scoring.

Lead scoring part 1: Advanced verification

Lead scores are increasingly being used to predict "right party contact"—the likelihood your team will successfully contact the person listed on the lead. Because these scores are created using predictive models and based on substantially more data than consumers initially provide, they are a powerful and effective alternative to simple lead verification.

Infutor, for example, provides a total identity verification score from 0 to 100, along with individual scores for each data element and an associated scoring model methodology (e.g., incorrect phone or mismatched name and address). The higher the total identity verification score, the more accurate the identity information is—and the more confidence you can have in identifying the most valuable leads.

LEADSCOUNCIL TIP

Contactability scoring is generally more effective at weeding out non-contactable leads than simple verification. The scoring scale also offers greater flexibility in adjusting verification parameters to accept more or fewer leads based on your own results and to accommodate scheduling or workload constraints.

Lead scoring part 2: Conversions

Since conversions are the most important metric for most lead buyers, the most common application of lead scoring today is to predict sales conversion.

As with contactability scoring, the results of conversion models are generally expressed in a numerical range that can be used to segment leads and allocate your sales resources more effectively. For example, if conversion likelihood is expressed using a 1-999 range, you might segment your leads and deploy your sales team as follows:

- **Top Scoring Leads** (900-999): Prioritize these leads for immediate, direct contact using your best sales representatives to maximize conversion rates and long-term value. Leads that fail to convert should be prioritized for re-contact at the optimal times based on your data. High scoring leads merit multiple contact and conversion attempts.
- **Medium/High Scores** (500-899): These leads should be queued for a quick response by available sales reps, though with less urgency than top leads. Leads that fail to convert should be scheduled for re-contact at optimal intervals as workloads allow.
- **Low/Medium Scores** (100-499): These leads should be contacted as resources allow. Consider testing alternate, lower-cost contact channels such as email for these leads.
- **Low Scores** (< 100): Work these leads as resources allow using low-cost, low-effort channels such as email for your initial contact. Or simply refuse these leads due to the low quality score.

LEADSCOUNCIL TIP

Consider using conversion scores to make more informed decisions about lead filtering and pricing. You may be able to negotiate with your aggregator to filter or return the lowest scoring leads, or pay less per lead. Conversely, you may be willing to pay more for higher scoring leads.

Lead scoring part 3: Real-time quality monitoring

Another use of lead scoring is in monitoring the quality of leads from current and new aggregators. Many third-party data providers such as Infutor offer web-based dashboards that provide real-time insights into the quality of leads as they are delivered to your business.

Since lead scores are predictors of future outcomes, a real-time dashboard view can be exceptionally valuable in managing lead aggregators, particularly if your business has longer sales cycles. Reviewing lead scores can help you and your lead aggregator work together to fine-tune the quality of leads you are receiving—and if necessary provide the basis to adjust allocations or pricing.

It's also a powerful tool when embarking on a partnership with a new lead aggregator, or when testing new lead sources from existing partners, as the scoring can help you learn whether your business is likely overpaying or underpaying for the new leads.

LEADSCOUNCIL TIP

In most cases, the initiative for these data and analytics services comes from lead buyers. However, because reputable lead aggregators have a stake in the success of their buyers, many will work with you to help you apply and benefit from validation, verification and scoring services.

Do you need a custom scoring model?

The most accurate lead scoring solutions are custom built for a specific business using its own past performance data. To achieve this kind of solution, you need to have a large, broad, representative sample of historical lead information including disposition data available from your marketing automation or CRM system. A third-party data provider can then use that data to develop a model that will almost certainly be more predictive for your business than any model built without your data.

If that kind of data is not available, however, or if time or resources don't allow for the creation of a custom model, many third-party data providers have pre-built lead-scoring models that can be used immediately. Depending on the uniqueness of your product or service and your business, an off-the-shelf model—particularly one that has been used in your industry vertical—may provide acceptably accurate results.

A third option is to start with an existing model, and have the provider fine-tune it to your business based on actual results as you work leads.

LEADSCOUNCIL TIP

Because every business is unique, it's worth the modest investment to customize a pre-built scoring model using your lead disposition data. And since market dynamics change over time, any model—even custom-built models—should be tested periodically with recent disposition data to ensure they remain accurate and relevant.

Simplifying your options

This discussion of the use of third-party data and analytics to manage lead quality has been broken down in a number of discrete steps—validation, verification, data appending, and multiple options for scoring—that may make the process complex.

However, you can elect to streamline the process into a unified scoring methodology that incorporates all of these separate steps into a single 2- or 3-digit score that makes filtering and prioritization decisions simple.

Moreover, third-party data providers who are experienced with handling leads make it easy, automated and cost-effective to gain greater insights into your marketing leads and optimize their effectiveness for your business.

Receiving, Prioritizing and Managing Leads

How you receive and handle your leads can make an important contribution to converting them—or not. While every business will create its unique processes and procedures, here are some essential factors that should be common to all.

Talk to any professional in the leads industry—from the buy or sell side—about factors that influence conversion, and you'll almost certainly hear the phrase "**speed to lead.**" Speed to lead is the length of time required to attempt to contact a lead after it has been received. Speed to contact is how long it takes to reach them.

All other things being equal, the faster you can respond the more likely you are to reach an interested and receptive consumer, with the motivations for their inquiry fresh in their mind. Consequently, many businesses focus their lead follow-up operations on being able to respond to incoming leads almost immediately.

Receiving your leads

Lead delivery often depends on your company's current technology stack and organizational structure.

- **Live transfers.** To maximize speed to lead, live transfer using an API or web hook is the best method and the one most preferred throughout the industry. The process is commonly known as a "host and post," because the lead aggregator independently hosts a request-for-information (RFI) form and posts a data string containing information and details about the lead to a lead management platform or database. RFIs generally include a logo at the very least and often a brief description on the product.

> **LEADSCOUNCIL TIP**
>
> With lead delivery in near real time using "host and post," a company that has focused on maximizing efficiency may be able to respond to their leads in under 10 seconds.

- **Email transfers.** Lead delivery using email is often the most cost-effective option for companies handling smaller volumes of leads such as branch offices, franchisees, retailers or individual agents participating in a brand-sponsored lead program.

  Leads delivered through email are almost always less current than live-transfer leads. If the leads are shared with more than one business, that lag in delivery can be more problematic, as you may not have the opportunity to be the first company to contact the prospect.

In addition, because emailed leads are typically handled manually rather than through an automated Lead Management System, they can become difficult to manage when the sales team grows beyond two to three employees. Distribution, tracking and optimization all become a greater challenge.

Prioritizing leads

There are multiple factors to consider in developing a plan to prioritize leads for your sales team. Among them:

1. **Priority.** Speed to lead does matter. As an example, when your sales team gets started in the morning, it's better to respond to leads being delivered in real time than to start with leads that came in overnight. Get to the overnight leads as soon as you can—but not at the expense of new leads.
2. **Scoring.** If you score your leads as discussed in the last section, focus on those that are most likely to convert.
3. **Business value of the sale.** If your business is receiving leads for different products or services, you'll want to prioritize contacting consumers seeking the ones that deliver the most revenue or lifetime value for your company.
4. **Exclusivity.** If your company receives both exclusive and shared leads, you should focus first on shared, since your competitors also have the opportunity to contact the prospect. With exclusive leads, you don't have the risk of being the last one to the party.

Managing your lead campaign

Lead campaigns are never a set-it-and-forget-it proposition. They require constant monitoring and management, so you can continuously optimize your marketing and sales efforts and maximize your return on investment and revenue contributions. Here are several critical factors to consider as your campaigns unfold:

- **Monitoring lead quality and KPIs.** As noted in the last section, third-party data and analytics providers can deliver instant, real-time feedback on the accuracy of information in all incoming leads, as well as their likelihood to convert. If real-time data is not available for your leads or from your provider, you can request reporting and other data.

  If necessary, quality can also be monitored manually by spot checking leads for obviously false information.

  Ultimately, though, the best measures of lead quality come from outcomes, which provide the best data for tracking lead quality. Whether using a call center, email, or other channels, track outcomes such as contactability, frequency of contact if more than one is required, total time invested, sales, and revenue.

- **Monitoring lead sources.** When you start working with a lead aggregator, you agree on the sources and methods they use to obtain your leads. A situation may arise, however, that requires them to change those methods. One reason to monitor your leads closely is to detect significant changes in their patterns that might suggest change in sourcing methods.

  You may see leads volume spike at a different time of the day, for example. Contact rates may drop, or you may experience an increase in complaints from the prospects. If you notice changes in the qualities or patterns of your leads such as these, contact the aggregator to learn what is behind the shifts.

  For the same reason, you should regularly visit the websites your lead aggregator uses to collect leads, and review the content presented to consumers.

  The sourcing and marketing tools used in your campaigns should not change without your approval.

LEADSCOUNCIL TIP

Make sure your sales representatives know the marketing methods being used to collect your leads so they can follow through on consumer expectations. For example, if your leads are coming in response to an educational offer on a job site, your reps' initial contact should reflect that.

- **Right-pricing leads.** If monitoring efforts uncover a consistent change in the quality or sourcing of your leads, many experienced lead buyers respond by seeking pricing adjustments—a process known as right-pricing. With this approach, you work with the aggregator to re-price the leads to more accurately reflect changes in the cost of sales based on the decreased quality of the leads.

  Conversely, if a campaign is experiencing lower cost-per-sale figures due to the strong quality of leads from an aggregator, you should be willing to increase the price with that provider to maximize that source of leads to the fullest.

LEADSCOUNCIL TIP

If you simply demand more volume for high performing leads without adjusting pricing upwards, the aggregator is likely to seek inexpensive volume outside of their current marketing mix rather than increasing their spend on the higher converting sources that were working well, if you are not monitoring the campaigns closely.

- **Driving better results from your campaigns.** Lead-driven campaigns are a data-rich marketing effort that is well-suited to continuous improvement driven by data and analytics. That's especially true if you utilize a third-party data and analytics partner to validate, verify and score your leads and/or append additional consumer data to them.

  Measure and track your KPIs for every phase of your lead sales cycle. For the initial phase, track speed-to-lead and contact rates to gain insights that you can help you calibrate your prioritization efforts. You'll also want to track contact frequency (for longer sales), conversion rates and per-sales revenues, which can then help you identify the key characteristics of leads that contribute to sales and revenues.

  Finally, close the circle on your campaign by sharing key metrics with your lead aggregator. This often-overlooked practice can not only help your lead aggregator sharpen the value of the leads they deliver, it can also help you arrive at lead pricing that reflects the value they deliver to your business.

Be sure to factor all important metrics into your pricing calculations. For example, one source may deliver leads that convert at a lower rate than another source, but that deliver more revenue per sale.

Lead Management Systems

These powerful tools greatly simplify the work of managing large volumes of incoming leads. Here's a quick look at key features in evaluating a solution for your business.

A lead management system is a software tool that automates the process of receiving, prioritizing, and distributing leads within your organization. They are available from a number of providers as both on-premise and cloud-based solutions

One provider recently published research showing that companies using its lead management system purchased 2.5 times more leads after they implemented the solution, demonstrating the gain in productivity in managing leads that are possible with these systems.

> **LEADSCOUNCIL TIP**
>
> Cloud-based SaaS (Software as a Service) solutions make it easy to change or upgrade features, but note that they can also introduce technical issues. For example, internet service issues could affect system availability.

Eight things to look for in a Lead Management System

A good lead management system should automate the lead management lifecycle from click to close. It should allow the manager or administrator to configure it to meet the needs of the business, rather than requiring the business to flex to work with the software.

If you are looking for a lead management system, you'll want to look for a solution that has at least these seven core capabilities:

1. **Lead capture.** Whether you buy leads from lead sources that are already integrated into the system, generate your own leads or upload lists a good lead management system will be easy to use for all forms of lead capture.

2. **De-duplication of leads.** The system will automatically flag or remove every type of duplicated lead.

3. **Intelligent distribution.** The system should make it relatively simple to set and automate distribution and redistribution rules for leads through a central management dashboard.

4. **Prioritization.** You should be able to set prioritization as part of the distribution rules, and the system should ensure that the next best lead is always at the top of the user's queue, requiring no manual decision-making.

5. **Simplified returns.** Some systems make implementation of return policies or even real time leads returns extremely simple, accepting or rejecting leads based on your pre-set filters.

Getting the most out of your Lead Management System

One of the most important benefits of a lead management system is that it can significantly simplify the work of managing and optimizing your lead campaigns. They automate data collection and reporting for critical KPIs that measure different aspects of campaign performance—everything from speed to contact and contact rate to qualification and conversion rates. As a result, you can more easily monitor campaign performance and adjust your operations to accelerate sales and possibly decrease spending through right-pricing of your leads.

6. **Integrated dialer.** If you contact your leads via telephone, an integrated dialer is an important capability that will allow your sales team to call more quickly and efficiently and track outcomes more accurately. The best dialers have the ability to make transfers based on the status and availability of individual reps and can also receive and transfer inbound calls.
7. **Lead nurturing.** The system should provide tools to automatically nurture leads that are being actively worked, through personalized "drip" emails and/or text messages.
8. **Analytics.** The system should make it simple to track, manage and optimize lead sources and team performance with superior reporting and analytics. If you'll want to integrate your lead disposition data into your CRM (Customer Relationship Management) system, look for a system that can accommodate your existing platforms.

LEADSCOUNCIL TIP

While you shouldn't get overwhelmed by features, it is important to choose a lead management system with room to grow. As you gain more experience with it, you will be able to integrate features that are most appropriate for your company as you need them.

LEADSCOUNCIL TIP

One lead management provider has analyzed a dataset covering thousands of clients and millions of leads to develop an optimal approach to contact strategy. While it may not apply as-is to your business and industry, it does provide a strong starting point:

Total call attempts: 6

Call scheduling: Call 1 within 2 minutes of lead receipt
Calls 2 and 3 later the same day
Call 4 on Day 3
Call 5 on Day 4
Call 6 on Day 11 or 12

This calling strategy reportedly increased the likelihood of conversion by as much as 90%!

Legal and Regulatory Compliance Issues: A Brief Review

When your company contacts consumers for marketing purposes, you are subject to numerous federal and state laws and regulations. It's a fact of life in every industry. And it is imperative that your lead campaigns be in compliance.

Violating these laws and regulations brings the potential of significant fines and other penalties, as well as a poisoned reputation that can kill consumer confidence or even close your business down.

A comprehensive discussion of this subject is well beyond the scope of this guide. This cursory overview is designed to simply acquaint you with some of the relevant federal laws as well as a few significant state laws.

> **LEADS COUNCIL TIP**
>
> If you bear even some responsibility for ensuring your company is compliant with the laws and regulations that govern your industry, LeadsCouncil recommends that you take a course in compliance. This subject is too important to leave to chance.

TCPA (Telephone Consumer Protection Act)

This law governs telephone solicitations, including SMS text messages, ringless voicemails, and faxes and the use of automated telephone equipment such as dialers.

Unless your business has express prior consent from the recipient, it generally:

- Prohibits calls before 8 a.m. or after 9 p.m. local time (even if you do have prior consent, you cannot contact consumers after these times)
- Requires your business to maintain a do-not-call list and honor requests for five years
- Requires your business to honor the national Do Not Call registry
- Requires solicitors to provide their name, your business name, and a telephone number or address where the solicitor can be contacted
- Imposes a number of restrictions on the use of automated dialing equipment

Violations allow recipients to sue for up to $500 per violation or actual monetary losses, whichever is greater and/or seek an injunction. Willful violations are subject to fines of $1500 per violation.

CAN-SPAM
(Controlling the Assault of Non-Solicited Pornography and Marketing Act)

This law governs commercial electronic mail messages and imposes restrictions on unsubscriptions, content and sending behavior intended to curb deceptive or misleading marketing methods. It generally requires:

- A visible and operative unsubscribe mechanism in all emails
- Consumer opt-out requests to be honored within ten business days
- Accurate "from" lines
- Relevant subject lines
- A legitimate physical address of the publisher and/or advertiser
- No use of "harvested" email addresses
- No false headers

Importantly, there are no restrictions against a company emailing anyone who has inquired about its products or services—which makes the language your lead aggregator uses to obtain their leads extremely important.

GDPR
(General Data Protection Regulation)

This regulation, governing consumer privacy for individuals physically residing in the EU, requires website owners to inform users of the presence of third-party tracking technologies and obtain unambiguous consent from each user before any user data is captured or any third-party assets or data capture technologies are loaded.

It also provides for rights of individuals regarding their personal information and allows them to object to the processing of personal information about themselves for direct marketing purposes.

CCPA
(California Consumer Privacy Act)

While this state law only applies to residents of California, in practice it is presently the U.S. equivalent of the EU's GDPR. However, a number of other states are currently considering their own privacy laws.

CCPA requires businesses and organizations to state explicitly how consumer data is used, shared, and kept secure, and further requires businesses to live up to those promises while not acting in a way that would surprise or be unfair to consumers. The law also grants consumers specific rights relating to their personal data.

These two laws focus on personal data collection using digital assets. For lead marketers, they primarily affect the websites lead aggregators use to collect leads. Make sure any websites your lead aggregator uses on your behalf are fully compliant with the relevant laws.

And there's more

There are a host of other state laws that can affect lead marketing. Some prohibit calling on specific holidays or other special days; others govern the use of recording devices during calls. Other regulations govern specific industries.

There is no substitute for knowing the laws and regulations that affect your business. As a lead buyer, you share responsibility for violations in sourcing leads as well as contacting them, even if your business was not directly involved in sourcing the lead. You therefore must take the responsibility of following every step of the path a consumer takes in becoming a lead. You cannot rely on ignorance of the law or of a lead aggregator's sourcing methods to prevent your company from the facing the consequences of a violation.

Your Catalyst for Growth

Lead campaigns are a powerful marketing channel proven to drive sales growth. Let LeadsCouncil be the resource and reference you rely on to maximize your results.

For innumerable companies in many different industries, third-party leads are an essential contributor to rapid growth and lasting business success. Your business could be one of them.

But success with lead buying requires planning, preparation and familiarity with industry practices. We hope that this guide provides a base to start you in the right direction.

A few last pieces of advice:

- Don't ignore your gut instincts. If something doesn't feel right with a prospective lead vendor, then stay away or approach with caution.
- Keep new business partners on a short leash—but work cooperatively with them. And don't be afraid to retest an underperforming source if they develop a plan to improve results.
- Take every opportunity to ensure your lead partners are acting in compliance with current rules and regulations.
- Lastly, network with other lead buyers as well as lead aggregators. Don't hesitate to ask questions or share your experiences. The more buyers that can effectively navigate in the lead generation industry, the better our industry will be.

And if you have follow up questions regarding any topics covered in this guide—or any other aspect of managing lead campaigns—please contact us at www.LeadsCouncil.com.

The mission of the LeadsCouncil is to create and maintain a trusted association of leads professionals adhering to industry best practices. We promote and protect the growth of performance marketing by establishing and managing the ethical standards and guidelines regarding online performance marketing through self-regulation, education, and government and association advocacy, lobbying on behalf of our members.

Our members include lead buyers, lead sellers and service providers. They share the highest ethical standards and have a strong focus on quality and transparency in the marketplace, and are committed to optimizing the lead buying process. LeadsCouncil publishes and provides knowledge building tools, like this Buyers Guide, that help bring best practices to the forefront of the industry. For more information please visit leadscouncil.com.

Infutor is the expert in Customer Identity Management. The company is 100% focused on enabling brands to know everything they need to about consumers, to instantly make informed marketing and risk decisions.

Our experience linking trusted data sources results in solutions that: identify, verify and score inbound consumers, on-demand, with as little as a single identifier; link customer data; update/add missing identifiers and enhanced attributes; and enable increased digital campaign reach through higher onboarding match rates.

Infutor gives brands a secure, privacy compliant foundation to improve inbound engagements and outbound marketing reach, and to minimize fraud and collections risk. For more information, please visit infutor.com.

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