

LEADPOINT™

Empowering Lead Generation

Planning a lead gen campaign



Planning a lead gen campaign

- What is a lead?
- What do you want from lead generation?
- Is there such thing as Lead Quality?
- Advertiser considerations
- How do you determine success?

What is a lead?

- There is a common misconception between lead generation and data capture
- A lead **is**...
 - Engaged Consumer
 - Express Consent
 - Targetted
 - Real-time generated
- A lead is **not**....
 - A name and a contact number
 - Old list of contacts e.g. CCJ register

What is a lead?

Google [Advanced Search](#)

Search: the web pages from the UK

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Complete the Form Below to find your best options

1 >>> 2 >>> 3

Safe, Secure and Confidential Questions marked with a * are required

First name*

Surname*

Date of birth* ----

E-mail address*

First line of current address*

City*

Current postcode*

Best number to reach you*

Secondary Phone

Based on your mortgage requirements we have selected an FSA regulated you with your enquiry. Please click Submit to confirm that you are happy for you.

Lead Detail

Phone Number	1604832689
Order Id	122892-50
Capture support info	INTERNET_FORM
ID#	20439255
Surname	Smith
First Name	Lynda
Product	Re-mortgage
Credit Grade	PRIME
Email	ismith@hotmail.com
Address Line 1	39 Mill Road
City	Kislingbury
Postcode	NN7 5TF
Capture Time	06-Nov-2009 16:34:16 GMT
Purchase Price	£25,000
Loan Value	120000
Loan to Value	67%
Do you have a CCJ?	NO
Do you have an IVA / Trust Deed?	NO
Have you missed a mortgage payment in the past 12 months?	NO
Bankruptcy	NO
Do you need to self-certify your income?	NO
What is your employment status?	EMPLOYED
Time To Apply	1_2WEEKS
Date of Birth	22/08/1957
Estimated Home Value	180000

What do you want from lead generation?

- Leads are a means to an end
- Your objectives should shape the way you plan your campaign
 - Building a prospect database?
 - Generating leads for call centre fulfilment?
- Quantity and Quality
- Short term vs. long term

Is there such thing as Lead Quality

- Lead Quality or ROI?
- You pay for what you get – the psychology of lead gen
- The importance of processing costs
- Contactability vs. Convertability

Advertiser Considerations

- How are the leads generated?
 - Multiple methods....
- What should you pay for a lead?
 - Cost variables
 - Revenue variables
- Conversion rates
 - Conversion to what?
- Some verticals are more suitable than others
 - Finance to travel and everything in between
- Real time vs. reaction time

How do you determine success?

- Literally how do you measure!
 - Software
- Time period
- Lead nurturing
- Multiplier effect
 - One lead to many conversions....
- Prioritisation
 - Best supplier first or most expensive leads first?