

Why “more leads” is not the answer?

The winners of 2024 are ...



Table of Contents



Introduction	3
Current Market Overview	4
Winning During Uncertain Economic Times – Changes You Need to Make	7
What is at Stake?	9
What is the Solution?	10
The LeadScale Advantage	11
How can you win with the LeadScale Engine?	13
Conclusion	14

Introduction



The “more leads” mantra is obsolete. Now is the time to take control of your lead generation strategy. Take control over your entire lead purchasing program, have transparency over every source, every supplier, every tactic, every asset, and know the value of every record.

In today’s dynamic market, success hinges on strategic lead generation, not just volume. The adage of “quality over quantity” has never been truer. Gaining complete transparency and control over your entire lead acquisition process is vital. It’s time to understand the value behind every lead and optimize your program for maximum ROI.

Financial constraints demand smarter investments. You need high-quality leads, not empty promises. Most leads do not convert because the person behind the lead does not have the power or authority, and/or does not have the budget, and/or does not need to solve a problem.

The winners in lead and demand generation are the ones that know which relationships to invest in, at both the supplier and record level, and which ones to let go. Some suppliers generate leads that deliver higher value than others – but blind buying from suppliers that hide their sources hides this crucial information. How can we take the best next action for our new lead if we do not know its background?

Ditch the duds. Double down on gold dust.

This white paper is for people with the power to define lead generation strategies. Stay with us if you are a CMO, Head of Demand or Lead Generation, or Head of Performance Marketing or Growth. Most importantly, read on if you have the desire to upgrade your lead and demand generation from its current state to a higher state of performance.

We know you are busy and may be facing budget cuts that will reduce your resources further. But you still need to hit your targets for this year, and we are here to help you. If the problems we outline below hit close to home, call on us to solve them. We would love to help you make “needle-shifting” improvements to your programs. We will help you win this year, and hopefully, this white paper will help you understand why LeadScale is the best partner for your company.

Current Market Overview

“A rising tide raises all ships.”

Market uncertainty remains in the air. Inflation has slowed but costs are still going up. Consumers and businesses are buying less. The World Bank predicts a global growth of 2.4%¹, while the IMF estimates 2.9%². These numbers are a slowdown compared to 2023.

Going through an uncertain economic climate is never fun, but they happen, and they pass. Although an economic slowdown can be a disaster for some, it is an opportunity for others. The key is to take on the economic headwinds positively and proactively.

Yes, many businesses are struggling. Demand (and revenue) is falling, causing greater uncertainty about the future. Jobs are on the line. Budgets are being slashed. But there are ways to reduce both the short- and long-term damage. Studies show that businesses that market themselves effectively during those times are the most likely to thrive and springboard ahead when the tide turns.

An article from Harvard Business Review, “Roaring out of recession”³, shows how companies behaved in the recessions of 1980, 1990, and 2000. The study found that 17% of the 4,700 public companies studied didn’t survive. But a small number flourished. Around 9% of the companies in the study outperformed competitors by at least 10% in

sales and profit growth.

That begs the question: How did they survive and even increase revenue during the recession? According to the study, companies that master the delicate balance between cutting costs and investing in growth do well. It is this clever combination of efficiency and effectiveness which wins.

“

“Advertising aggressively during recessions not only increases sales but increases profits. This fact has held true for all post-World War II recessions studied by American Business Press starting in 1949.”⁴

- OCreative, Marketing Agency

¹ <https://www.worldbank.org/en/news/press-release/2024/01/09/global-economic-prospects-january-2024-press-release#:~:text=Global%20growth%20is%20projected%20to,decade>.

² <https://www.imf.org/en/Blogs/Articles/2023/10/10/resilient-global-economy-still-limping-along-with-growing-divergences>

³ hbr.org/2010/03/roaring-out-of-recession

⁴ ocreative.com/when-times-are-good-you-should-advertise-when-times-are-bad-you-must-advertise



Another excellent example of helping businesses thrive during the recession is a list Forbes made with four reasons companies should keep investing:

1. When your competitors cut their marketing budgets, it opens a space for your brand to **increase its “noise level”**.
2. Companies that keep investing in marketing **present an image of stability**.
3. During a period of recession, the cost of advertising drops. These lower rates create a “buyer’s market” for brands, allowing them to **keep showing their faces to consumers**.
4. Businesses that stop investing in marketing have the chance of being forgotten, and you don’t want that.

But when we say you should keep investing in marketing, we don’t mean you need to spend more money, and we do not mean you need to increase your lead volume. **Spending more money is not the answer. Generating more leads is not the answer.**

This is a moment when we marketers are asked to demonstrate success. It is a time to be more transparent about our marketing spend and share the value we create. We need to share more evidence of our actions

and prove that we made every penny count. Now is the moment to change from how we were to how we need to be. Outsmart your budget, don’t outspend it.

When LeadScale starts working with new clients, we regularly see that 25% of their “leads” are complete garbage. Beyond that, we can predict which of their leads are a waste of money by doing a simple and quick “blind proof test”.



We receive the data they procured in the previous quarter and break it into three cohorts – best, worst, and other. The “worst” data is comprised of the records they should let go– ideally before they even pay for it. This way they avoid the wasting of budget trying to convert the unconvertible.

For proof, we cross-check which cohort converted to become the most valuable leads by appending the sales income to every lead and applying evidence the best cohorts. We did this for Vodafone more than a decade ago – and they’ve been with us ever since.

There are many other reasons that data falls into the worst bucket. Some records need to be more accurate to be actionable. We also find that many of the leads are from the “right” company but are the wrong contact person. Of course, there are also records from the wrong companies. Those that are too small to afford the client’s solution.

We strive to ensure that 100% of the leads our clients receive are true, amplifying sales opportunities by 33%. Our demonstrable “output quality” – by which we mean the accuracy of data leaving the LeadScale Engine and entering your funnel – is more than 99% accurate. We often meet a 99.9% benchmark. After all, we are obsessed with output quality. To us, quality is another word for “value”. Therefore, we think you should know the value of every record you procure. Add in a second pillar – total transparency – and with LeadScale, you are empowered to optimize your budget to spend where it matters most.

In the next section, we explore the strategic changes you need to make to win this year. It is time to see why LeadScale is the best partner for your business.

**Working with LeadScale
amplifies your sales
opportunities by:**

33%



Winning During Uncertain Economic Times – Changes You Need to Make

“Do you know the value of every lead generated in your campaigns?”

Are you concerned about the probability of the prospects you acquire turning into new deals? Even when you have a volume target, you know that hitting that target will only deliver a temporary respite – and the spotlight will soon shine on the conversion rates.

Amazingly enough, if you don't know the value of every lead, you are not alone. In general, companies do not know and cannot calculate the value of every lead generated in their campaigns. Worse, most marketers are not asked to concern themselves with the subsequent money their firms spend on conversion attempts. Consequently, the teams in these firms do not know which leads to invest in and which ones to let go. They lose money every moment they invest resources in leads that are not relevant to their business.

Remember: for every \$50 spent acquiring and onboarding the wrong lead, up to \$500 is wasted trying to convert it before it is thrown out or archived. And you can't solve this problem with “more leads.”

When you buy blindly (either using internal resources or through your appointed agency),

you lose control of two things: the method by which you generate leads and the origin or source of those leads.

When you have transparency, you can know which of your suppliers is delivering you the best leads. Therefore, you can increase or decrease budget allocations or prices accordingly. But now, you are losing control over how and where your brand and assets appear. You are working on trust rather than visibility.



Many marketers outsource control to agencies thinking:

- They will eliminate the non-converting layer of leads
- They will optimize spend and budget allocation to bring in the highest value leads
- They will be able to drive at a lower unit price.
- They will learn which activities generate the gold dust.

Unfortunately, they often do not have the right information.

Most agencies do not have the right technology to evaluate whether leads meet the requirements of the Advertiser. They sometimes rely on their Suppliers to quality control data. In a “buyer beware” market, that’s not ideal.

Only some agencies can afford the required level of access to client CRM (Customer Relationship Management), which would enable them to automate and surface lead valuation. They cannot proactively optimize, and their ability to do so is often compromised by these access restrictions.

While agencies may deliver the required volume of leads, they don’t oversee the lead progression in your pipeline. Therefore, they don’t have visibility on the performance of these leads at each critical moment. Hence if they were buying from lead aggregators who blindside them, they can’t see the

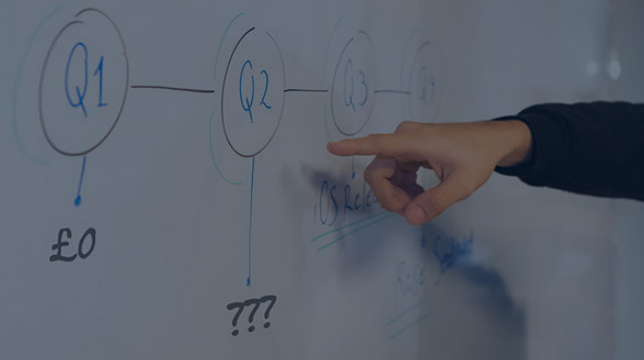
performance of each asset.

Put short, they simply don’t have the apparatus to help them understand the value of every record they procure. They may have the expertise but are often let down by processes and technology that don’t join up. Those disconnects mean good people are not empowered with the “one hub of truth” marketers and agencies require to help them do their best work. This disconnect makes it impossible for experts to optimize performance, and good people are often left to buy in the hope that enough data will convert.

We are all overwhelmed with all the advice we get. We know this. But “more leads are not the answer”. Dead-end leads are killers for you and your sales colleagues, wasting time and resources. We need to break the paradigm because the cost of bad leads is not limited to media waste alone. The cost of buying dud leads is made far worse by the costs of trying to convert the wrong record.



What is at stake?



In a word, the answer is “jobs”. So, we need to move quickly.

You are reading this whitepaper because you want your lead and demand generation campaigns to be more effective. Continuous improvement is in your blood. At the same time, you are not sure who to trust to deliver the right metrics to drive that improvement. You are not even certain that your agency has the information at its fingertips to do its best work either. There is also a lot of outside noise, vendors with new “silver bullet solutions”, experts talking about new tips and tricks, and continuous changes to the entire lead and demand gen landscape.

When you outsource your lead generation, it is hard to give (and get) specific feedback

on what is performing well. This happens because you don't have the information to disclose. You may discuss feedback only once every three months at the Quarterly Business Review (QBR), which does not give you enough time to dig deep into the detail. You don't have enough 'touch time' with the agency. You also struggle to give exact feedback because you don't have the tools to get the needed data transparency. You are at a place where you can only give feedback on the aggregate performance, not broken down by aggregator or source. As a result, it is virtually impossible to optimize what is working and what isn't.



What is the solution?

Dead-end leads are time and resource killers. The cost of acquiring leads is not just the media spend but also the spend made trying to convert the wrong records.

Any uncertainty around “best next investment actions” causes some anxiety, and the uncertainty and anxiety manifest in pauses. Pausing means slowing down. And slowing down means losing out to competitors. Because it is not the big that beat the small but the fast that beat the slow. So, how do you eliminate the uncertainty, the hesitation, and the deceleration? Well, the good news is that the solution already exists.

You must know your numbers to ensure what’s working and what’s not. The promised land for any business dealing with leads and lead generation is to know the value of every individual record and lead you purchased. For that, you need absolute transparency and clarity over where customers come from, and which messages worked.

When investing in lead generation campaigns, you need to know the suppliers to go to and the ones to avoid. You need to be able to

select each of the partners you are working with.

Put another way, you need to know which relationships to invest in and which ones to let go. That is why LeadScale is the best partner for your business. We remove the uncertainty and ensure you are getting real leads, accurately and transparently.



The LeadScale Advantage



Filters

The LeadScale Engine Filters provide any Advertiser with the superpower of data validation and verification at a demonstrable 99.9% accuracy level. This prevents suppliers from accidentally or intentionally providing you with dud data and stops new contacts from giving fake data that costs time and money.

Our SmartForms use these filters, combined with advanced intelligence, to keep the garbage out. These SmartForms check every data field in real-time, checking names, email addresses, and phone numbers, enabling you to prompt your customers for corrections as needed. Getting the correct data ensures you can take your best next action, and reduces waste, allowing you to activate your prospects at the right moment.

Below are just a few of the many alarming statistics that reinforce why you need this superpower to transform your programs.

Of 335,580 records processed for Advertisers in Q4 2023, 37% did not meet the defined specification. In other words, out of \$4,000,000 of media spend, only \$2,520,000 would have been spent on actionable leads – opportunities to develop relationships with people – “as intended.” LeadScale Engine removed these garbage leads before the

advertiser paid for them, saving \$1,480,000 that would have gone to waste without our world-class filters.

Without our Engine, dud data is purchased, and the cost of this garbage is amplified by as much as 10X throughout the client’s sales activation process. LeadScale provides the greatest leverage to any marketer – the ability to begin a relationship from the moment of first engagement – the first moment that matters.





Provenance

This superpower delivers every Advertiser the peace of mind of knowing where and when every lead is captured. It gives every Advertiser the power to safeguard your brand's reputation, by ensuring that no leads are procured that cannot be vouched for. And it helps you ensure you have full transparency of the source.

It allows you to deliver principles-powered, transparent, and true personal data to your firm. You can deliver consumer trust and brand control through your principled commitment to the highest standards of transparency and privacy.

In addition, with our LeadScale Engine Provenance, you can ensure you have proof of permission for every lead acquired from the moment of capture. The technology ensures that you do not need to rely on your suppliers to protect your brand. Furthermore, if you are ever asked for evidence of consent, you will not need to conduct a laborious and time-consuming manual hunt to find the documentation you need. This is the superpower that can revolutionize your lead and demand generation program. Ensure you have proof of consent and permissions from the moment of capture, at the start of the lead journey.



Pipes (Towards the “single hub of truth”)

Our technology unites all the systems surrounding you and helps you deliver the right insights, to the right people, at the

right time. As your single source of truth, our Engine allows you to provide relevant real-time reports to Advertisers, Agencies, and Suppliers.

The real upside of this is that everyone involved in delivering your win can be proactive instead of reactive. No more waiting around for quarterly feedback. Suppliers can see what they are doing that is working for you and they can laser in on the activities that deliver your gold dust. You can use this superpower to shift the paradigm and transform your programs from one with reactive partners to one with proactive partners.

Imagine the fluent* delivery of accurate data enabled across your complex multi-channel, multi-system, multi-partner, multi-tactic campaign designs. Imagine no more inaccuracies, no more duplicates, no more double counting, no more human errors, and everyone using the same numbers for billing and reconciliation.

The solution is “better pipework”, a superpower you can harness by working with the LeadScale Engine. Every dollar invested in every channel and tactic can be accounted for, and outcomes measured against them – automatically. Everyone can be proactive. Fast. And the fast beat the slow.

LeadScale helps you to harness the investment you have made in your advertising and marketing technology and helps you become the superhero your firm needs as you deliver amplified results.

* Seamless delivery of precise data integrated into your intricate multi-channel, multi-system, multi-partner, and multi-tactic campaign designs.

How can you win with the LeadScale Engine?



LeadScale Engine is the simplest way to categorically prove where every single one of your leads has come from and how much they are worth to your business. This way you can double down on your high-performing tactics with confidence.

Here are just “six of the best” ways our Engine helps you win:

1. Know exactly which sources are performing the best

Always know where your real leads are coming from and how much they are worth. Stop wasting money on tire kickers and deliver a healthy pipeline of prospects with clear buying intent.

2. Create campaigns you know will work

Know how your messaging lands and what drives winning lead capture. Whether it's white papers or webinars, you'll know what assets to create to power up your performance.

3. Know where your safe sources are

With rigorous checks baked in, the Engine ensures your records are fully consented to and comply with global privacy laws. Suppliers have the tools to act ethically, reducing your commercial risk.

4. Be sure of the best next action

No more guessing, scattergun targeting, or analysis paralysis. LeadScale Engine helps you act fast with conviction, guided by clear evidence of what you should do and why you should do it.

5. Justify investments and activities

Show the stats behind your decisions and leave no room for doubt or second guessing. You always have the numbers you need to back up your approach, so you can focus on making an impact.

6. Deliver results—fast

The sooner you let go of dead ends, the sooner you can reinvest the saving into the channels and collateral that outperform and increase your return on investment. LeadScale Engine helps you win the race.

As Advertisers, we need to own every moment in the journey from prospect to customer. Our LeadScale Engine helps you own these moments by delivering actionable data and then putting it in the right hands or the right machine, at the right time, for you to take the right and best next action.

Conclusion



To recap, if you do not have transparency in your process, you will be uncertain where your best leads are coming from.

If you are uncertain where your best leads are coming from, you will not know the best next action to take. If you do not know your best next action, you will be anxious. If you are uncertain and anxious, you will hesitate to decide and act. If you hesitate to decide and act, you risk being perceived by your boss as indecisive and slow. Indecisive and slow leaders lose their jobs.

Don't take the risk. Act now, because the stakes are high!

In times of crisis, go beyond the obvious.

“More leads is not the answer”.

If you take immediate action – get in touch with us right now - you can start exploring how to use LeadScale Engine to make needle-shifting enhancements to your lead generation programs and deliver better campaign results than you have ever delivered. We will share client stories with you in due course.

For more information about how LeadScale Engine works, email us now at: info@leadscale.com

**For more information about
how LeadScale Engine works,
email us at:
info@leadscale.com**