

# 7

## Moments that Matter in Content Syndication Lead Generation

### 01 Supplier selection

*How are you choosing the partners to suit your campaigns? Which partners should you test to gain the most value?*

Editorially led, data led, industry led, country led, channel led, method led publishers – each publisher has their pros and cons.



### 02 Compliance and due diligence

*How are you ensuring potential partners are compliant? Who in your team is responsible for due diligence?*

Compliance is one of the primary challenges, especially after the advent of GDPR. Using the same supplier over and over or just going to the well-known publishers will not necessarily be the best fit for your lead gen needs.

### 03 Audience and campaign definition

*How are you defining your audience? How do you know you are communicating what you need to your suppliers? What other options are there to achieve your targets?*

It can be difficult to express the exact audience and campaign requirements to hit your goals. This is more challenging when using multiple suppliers each with their own forms and processes.



### 04 Duplication and suppression

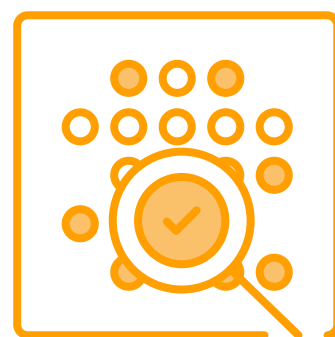
*How often are you buying leads that you are already nurturing/prospecting? How do you ensure you buy net-new contacts to get the most value and least wastage from your campaigns?*

When using multiple suppliers on a single campaign you can see duplication rates as high as **12%\***, which only increases when you then dedupe against leads already in your marketing automation platform.

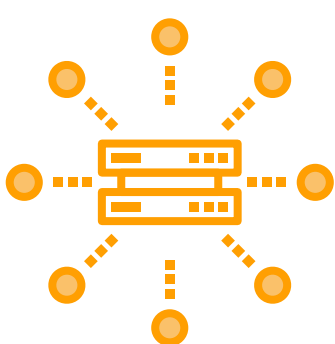
### 05 Verification & Validation

*How do you ensure that all the leads that you are purchasing are who they say are, are contactable and fit your campaign requirements?*

Do your SDRs challenge you when a phone number is dead or that person is in finance not IT, they're in healthcare not higher education. The company is too small/large. The email bounces. They're in the wrong country. They left the company a few months ago.



Data validation and verification eliminates waste and frustration. It can make or break a content syndication campaign.



### 06 Data conformity and delivery

*How are you ensuring that you are getting the information you need, in the format you need it and to the system in your martech stack that can take the best next action? Can this be automated to act on the lead even faster?*

Multiple data sources, different formats, missing fields, manual appending and enrichment, manual pulling of data, getting it into the right tracks all takes time. While you are trying to get the data to the right place, the lead is talking to your competitor.

### 07 Post Campaign Review and Optimisation

*How are you consolidating multiple reports to review your campaigns so that you can identify which sources are delivering the best performing leads?*

What information do you need? How are you measuring the campaigns? Do you have feedback loops set-up to the publishers? Where can improvements be made?



LeadScale Services simplifies this complexity. We are experts in the moments that matter in content syndication lead generation campaigns. We use our proprietary technology alongside our decades of experience to leverage your content and to amplify the results of your campaigns.

Get in touch to find out how our technology and expertise can help you own the moments that matter in content syndication lead generation.

\*LeadScale internal research from data processed on behalf of our clients.