

Integrated Lead Generation

INTEGRATED LEAD GENERATION CAMPAIGNS WILL PRODUCE 3X MORE LEADS FROM INACTIVE ACCOUNTS!

An integrated lead generation campaign uses two or more tactics at once to promote, qualify and generate leads. When planning a campaign, don't forget your dormant or inactive accounts. Compare* two campaigns and see how you can generate more leads.



Closed loop integrated lead generation program targeting DC/Warehouse

894

Inactive/dormant and installed based accounts

2,100

New Prospect list



48%

More response

36 / 4%

Email leads / % of original list

41 / 2%

Email leads / % of original list

25%

More telemarketing leads



71 / 8%

Telemarketing leads / % of original list

42 / 2%

Telemarketing leads / % of original list



40%

More sales meetings

15 / 2%

Phone appointments / % of original list

14 / 1%

Phone appointments / % of original list

40%

Lower cost per lead



\$41.40

Cost Per Lead

\$103.10

Cost Per Lead

3X

More leads per contact from initial list

1 in 7.3

Lead per list ratio

1 in 21.6

Lead per list ratio