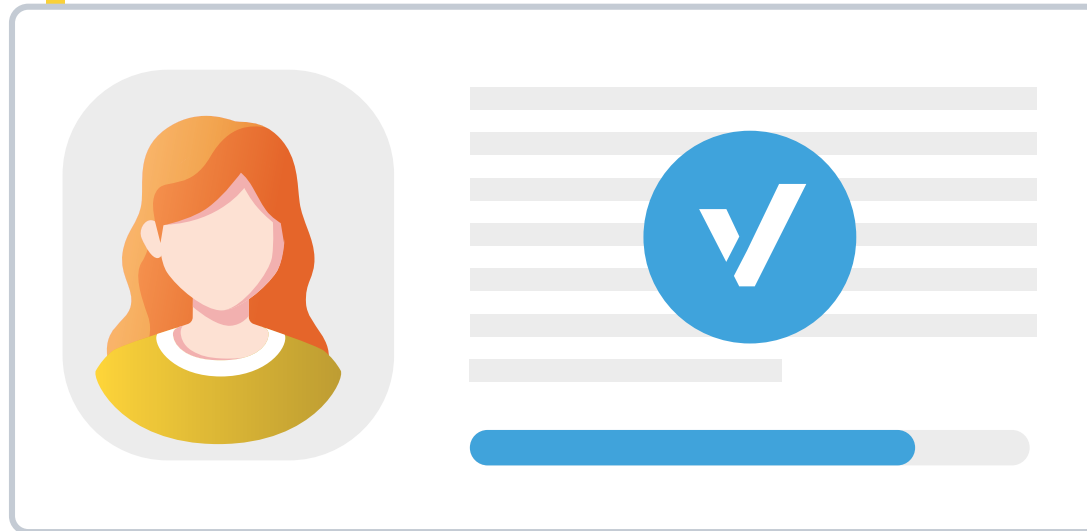




# Getting to Know You: **The Three Elements of Understanding Your Prospects**

As a lead buyer, it's tempting to assume that the leads you purchase tell you everything you need to know about the individual you're about to contact. Of course, generating or acquiring leads is critical to moving forward with your sales process, but assuming a lead is sufficient on its own can be a costly mistake.

**You can make the most out of every lead you receive by discovering all three facets of your potential customer:**



Gathering a 360-degree view of your potential buyer gives you the insights you need to determine the correct action for every lead: if you should purchase it (or more leads like it in the future), how valuable it is, how can you best work the lead to ensure that it converts to a sale.

*Let's explore each of these elements in a little more detail...*



## The Person

Your sales team is far more likely to close prospects if they can be confident that they are talking to the right person - one who wants to be contacted, is who they say they are, and is a good match for your products.

By enhancing your lead data with additional information about your potential customer, you can focus on the leads most likely to convert.

Our marketplace place data enhancements can **answer key questions** to help you assess and optimize your leads, including:

### Does this person match the profile of your ideal customer?

Information such as credit score, income, job title, and property data can help you determine if you are talking to the right prospects. One of our clients in the solar industry even used location data to determine which roofs got enough sun to benefit from solar panels.

Some of customers' favorite sources of demographic information are:



Anura

**Fraud Check**



CoreLogic

**Property Details**



Experian

**Demo & Property**



Faraday

**Lead Score**

### Can you be confident about contacting this person?

Before you contact - or even purchase - a lead, you want to be sure that you will be talking to a real person, with real contact information, who actually wants to hear from you.

Our team recommends Marketplace integrations such as:



Blacklist Alliance

**Litigation Firewall**



FROM VALIDITY

BriteVerify

**Email Validation**



Webbula

**Hygiene & Validate**



Contact Center Compliance

**DNC Scrub**

# 2

## The Lead Event Generated by That Person

A lead is generated at a moment in time when an individual is interested in making a specific purchase. This is quite different from the “person” data we talked about above. A person might match your ideal customer profile, but if they aren’t in the market for your product or service, they probably don’t make a very good prospect.

Our customers tell us over and over how much happier and more productive their sales teams are when they dial with confidence knowing that the person they are about to reach actually wants to hear from them.

**The components of a great lead include:**



### The right motivation:

A lead from one source might be filled out by a person who specifically wants information about your product. Another may have been incentivized by a contest or free product. Incentives don’t necessarily mean bad leads, but understanding the motivation behind a lead can help you decide if you want to purchase those leads, how much you are willing to pay for them, and how you route them through your system.



### Proof of consent:

Have confidence that the lead has provided express written consent for you to contact them, and that you have ensured proof of that consent by claiming the TrustedFrom certification. TrustedForm can help provide the same transparency on third party sites as your Owned & Operated first-party sites.



### Perfect timing:

Did this person fill out the lead form two seconds ago, or two months ago? A person who matches your ideal customer profile but is no longer in the market for your product may not be the lead you want - at least, not right now.

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## Your Company's Relationship to That Person

Finally, there is the question of the relationship. Understanding current and past connections to a potential customer makes it possible to not only determine whether to buy a lead, but how it should be routed and contacted.

**ActiveProspect makes it easy to check leads against multiple sources to answer questions like:**



### What's your history?

*Are they...*

- | A customer who is starting to shop?
- | A former customer back in the market?
- | A lost lead who is still looking?



### Duplicate lead:

- | Did you just buy this lead from another vendor yesterday? Two minutes ago?
- | Don't spend money on leads you just can't use.



### Can you contact?

- | Is this someone who does not want to be contacted by you again?
- | Are they on the Do-Not-Call list?

Understanding these existing relationships with a consumer may change your opportunity, and your next steps.

# A 360-Degree View

By combining the person, the event and the relationship, lead buyers can make an informed decision on how likely a lead is to convert, and then take action by setting rules and filters for different types of consumer profiles.

✓ **Real-Time Rejection**

✓ **Routing Leads to Team**

The 360-degree view of your buyers eliminates gaps in your data, optimizes your sales strategy, and saves you money by ensuring that you concentrate on the leads most likely to convert.