It's not you.
It's your data.

How to create better leads, happier clients, and more revenue.

Software built with Lead Providers in mind.

Lead Providers Must Adapt to Meet the Demands of a Buyer-Driven World

In today's omnichannel, multi-device digital world, buyers are purposeful and deliberate in their decision-making. They perform their own research in the channels they choose with little patience for connections that don't tie directly to a need or intended purpose. Your clients' B2B marketing teams are ill-equipped to adapt to this new environment. They're looking to expand their scope via an omnichannel strategy that accommodates modern buyer preferences.

These marketers are under intense pressure to deliver high quality and high performing leads to their businesses. They want to orchestrate omnichannel touchpoints that deliver meaningful content to buyers in near real time. That's why brands are demanding stronger governance from their lead providers and scrutinizing their leads more than ever before.

For lead providers, the process of getting leads via publishers and (DSPs) is often manual, difficult to scale, and inherently error prone. Consequently, for your teams, these issues result in wasted time, increased overhead costs, and exhaustion of resources. Furthermore, you risk delivering an inferior product to your clients, eroding credibility and possibly resulting in churn.

The Types of Bad Leads

Driven by pipeline goals, your clients' demand marketing teams are responsible for diversifying lead sources by finding, evaluating, and maintaining relationships with multiple publishers and lead providers. However, lead data often falls short of expectations, and demand marketers are held accountable to the sales team, marketing leadership, and marketing operations for failing to deliver on pipeline goals and for wasting marketing budget.

In an analysis of 12 months of content syndication data, we discovered that 45 percent of the leads generated were not marketable due to duplicate data, invalid formatting, failed email validation, and missing fields. This is no longer acceptable. Today's marketers simply won't settle for mediocre leads and poor data quality from lead providers.

Many demand marketers today feel burned by content syndication programs. They believe they're just throwing money away on such efforts, despite content syndication serving as a critical channel for today's B2B buyers. For clients, lead quality and speed are critical. Lead providers must find a way to ensure lead quality and lead speed while reducing the friction of lead data management and delivery to the end client.

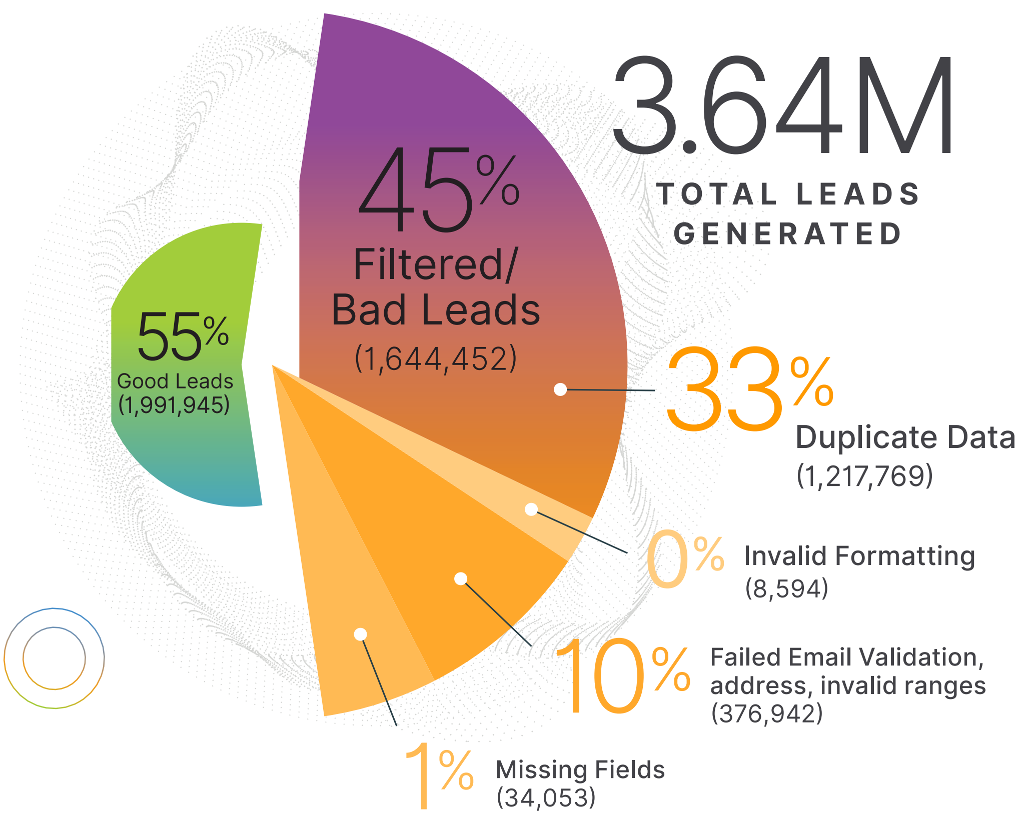


Figure 1. Analysis of 12 consecutive months of data posted to **Integrate platform**

Manual Lead Management Creates Drag

Your client services teams rely on multiple channels to capture leads from the right audiences. They manage a variety of sources to run campaigns that will fulfill lead orders for B2B marketers. Your internal campaign management teams manage publishers, capture lead data from different sources, and templatize the data into appropriate formats for customer delivery. The product you provide clients is generally a spreadsheet of leads that gets delivered to your B2B marketing clients either via email or direct integration with their MA/CRM systems. In today's buying environment, such a process is no longer sustainable.

Today's clients are pushing back on lead providers. They're running the leads you give them through their own internal governance processes, sending back leads that don't fit their ICP targeting criteria and asking their lead providers to replace them. This back and forth has several negative impacts on your business. It creates a bad experience for your customers and it costs your company time and resources to fix. You end up using more of your inventory on a single client and your campaign services team is prevented from moving on to another project, making it difficult for you to scale.

Relying on manual processes to acquire, validate, and deliver leads to clients is creating drag. It diminishes speed-to-lead and lead activation by your end clients, subsequently reducing lead viability and quality, resulting in delivery of an inferior product. Furthermore, they're limiting your ability to take on additional clients.

3 Issues Causing Lead-to-Revenue-Friction

1. Manual Processes

Leads captured and generated by a publisher, supplied to you, and then ultimately conveyed to your end client are often delivered via a spreadsheet or other manual means. At each hand off point, they require human intervention by your team to manage, process, and package accurately and appropriately for delivery.

Use the chart below to calculate your annual cost of manual lead management.

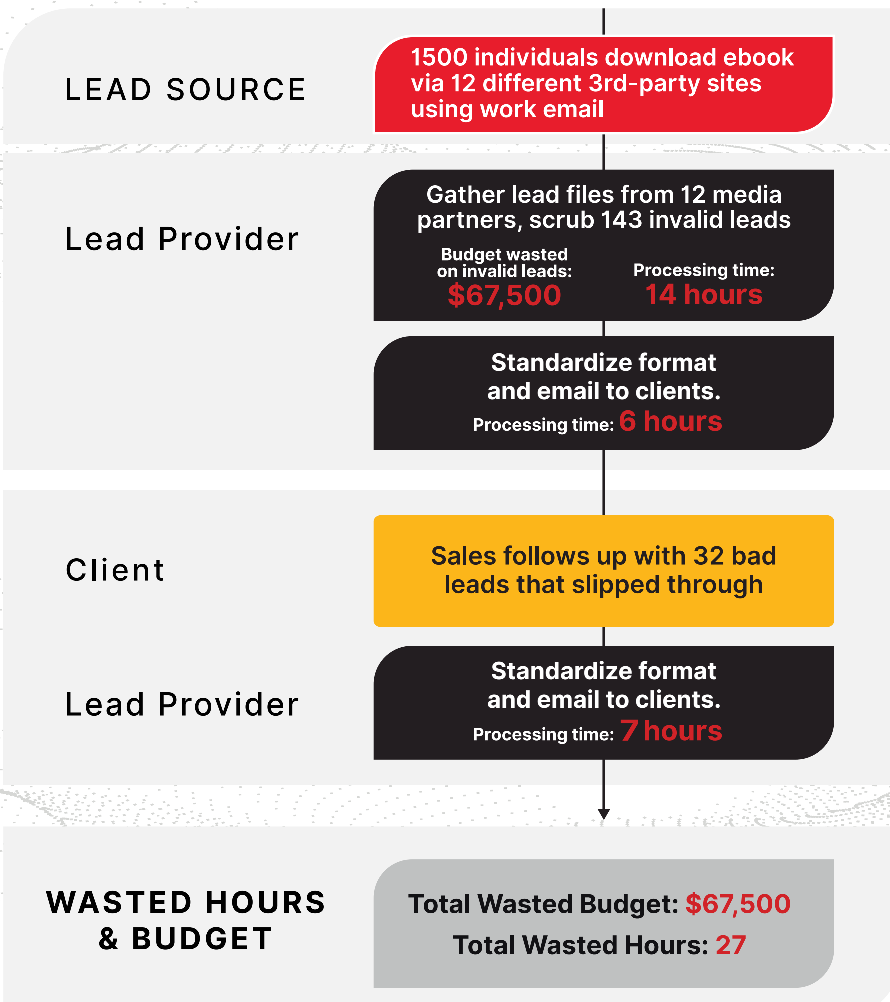
What is manual lead management costing you?

Wasted Labor	A Monthly total hours spent cleansing, deduping, formatting leads	B Annual Hours (A x 12)	C Average hourly salary for marketers who process leads	Wasted Labor Costs
Lead Providers				
				Total:

2. Difficult to Scale

If your team lacks the appropriate technology to automatically intake, reconcile, and verify high volumes of leads supplied from multiple publishers and DSPs, scaling your business will create a spreadsheet hell that zaps operations bandwidth and constrains team resources. This will lead to burnout, attrition, and ultimately prevent effective lead management to grow your business.

The diagram below shows how quickly the costs of resources can add up when dealing with bad data from lead generation programs and efforts.



3. Error Prone Data

It's dangerous to expect your internal operations teams to reconcile and cleanse data per client specifications through a manual process. A manual process is prone to error and invalidation. It risks non-compliant opt-ins in violation of data privacy regulations. The lack of unified or consistent data governance can increase costs to repair data, result in fines for non-compliance, and destroy your credibility with clients.

Use the chart below to calculate the annual financial impact manual or no data governance has on wasted demand budget.

How much is your lack of data governance costing you annually?

(Internal Costs + CPL) x (Volume x .45) = Wastage Cost

Wasted Demand Gen Budget	**A** Internal Costs	**B** Purchased CPL	**C** Total CPL (A+B)	**D** Annual Volume	**E** Percentage of Bad Leads*	**F** Total Number of Bad Leads (C x D)	**Annual Wastage Cost (CxF)**
Purchased 3rd-Party Leads							
							Total:

* Select E % based on team's level of lead governance: manual governance (15%) to no governance (45%).

The biggest benefits we see from Integrate are lead quality and the ability to map to our clients TAL (Target Account List). If there are any companies our clients don't want leads from, we can exclude and deduplicate these leads. This is a critical functionality for us as it helps us deliver better quality and improves the volume we can manage as a company.

—
Richard Judd
Managing Partner at Lynchpin Media

Better Leads. Happier Clients. More Revenue.

Integrate alleviates the internal pain and frustration stemming from manual lead and data management tasks, unlocking more opportunities to scale revenue faster by empowering lead providers to deliver precision-quality leads and better client experiences. The Demand Acceleration Platform (DAP) reduces lead-to-revenue friction by streamlining demand campaigns and data management operations to one scalable, cloud platform, creating seamless connections between lead providers and their sponsors, teams, and clients. With key capabilities to target, activate, connect, measure, and govern across demand process and channels, lead providers can reach new audiences of buyers and engage the ones who matter most to their clients and their business.


Where Business Starts