



Converting Leads into Profitable Sales

5 Reasons Why Lead Verification Works

An IDology, Inc. Whitepaper

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While most marketers take long strides to measure the effectiveness of their campaigns, three little words still have the power to strike fear in any lead generation organization - Return on Investment (ROI). As James Lenskold, author of *Marketing ROI: the path to campaign, customer, and corporate profitability*, says “marketing’s ultimate purpose is to generate profitable sales.¹ To achieve this, things such as differentiating bad leads from qualified leads, having effective response and conversion rates, generating new revenue, and distinguishing between profitable and unprofitable customers, play important roles.

Fortunately, for companies concerned with generating consumer leads, technologies exist to distinguish more qualified, sales-ready leads and ultimately drive profitability. By relying on automated lead verification services to qualify consumers and determine if the information provided is valid and belongs to each person, marketers and business development professionals are making a significant positive impact to their company’s bottom line.

Incorporating lead verification into your online lead generation process provides great ROI whether you are buying or selling leads. Here are 5 reasons why, as well as some things you need to consider when selecting a vendor:

1. James Lenskold, *Marketing ROI: the path to campaign, customer, and corporate profitability* (New York: McGraw-Hill, 2003) 3