

Ultra Light Startups

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Lead Generation Revenue Models

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Lead Overview

Lead Components

- Contact information (name, email, phone number)
- Filter items (intent, demographics, etc)
- Client-specific vs. industry-specific

Lead Buyer Profile

- Industries: Mortgage, insurance, online education, real estate, travel, financial services, home, auto
- Characteristics: High order size (e.g. \$500+), high volume, offline sales force, “considered purchases” – talking to a salesperson / **broker**
- B2B vs. B2C

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Selling Leads

Lead Value

- From “pennies” to \$1,000+ per lead
- Lifetime value * marketing allocation * close rate = CPL
 - \$2,000 * 60% * 2% = \$24
- Lifetime value – Lead type, industry, sale size
- Close rate – amount of data, exclusive vs. multi-sell

Sourcing Lead Buyers

- Industry trade shows, referrals...
- Retail vs. wholesale buyers
- Aggregators (NetQuote, InsureMe)
- QuinStreet, Reply.com

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Lead-Gen Ecosystem

- Directory / content
 - Build traffic with content, SEO
 - Risk: time & effort of building traffic
 - Case studies: Boomerater, HealthGrades, Uber
- Arbitrage
 - Buy traffic with PPC, co-registration, email, etc
 - Landing pages / registration forms
 - Risk: buying traffic is expensive...
 - Case studies: GetHomes.ca, Datalot

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Traffic Sources

- SEO / SEM
- Affiliates / Super Affiliates
- Email marketing
- Partnerships (niche verticals)
- Buying leads – lead generators
- Advertising, remnant inventory

Generating Leads

- Landing Page
 - Clean call to action
 - Clean benefit statement
 - Short form
 - “Don’t make me think”
- Converting
 - Speed to response
 - Customized response (26 seconds)