Lead Monetization

Using Technology to Make More Money Selling Leads

Lead Monetization is:

Using technology to make more profit by selling your leads at the best price.

It's 2 AM.

In one hand, you have a spreadsheet listing all of your website visitors over the past month along with all of the data that you were able to capture about them. In the other hand, you have another spreadsheet showing all of your lead buyers and all of the criteria they want your leads to meet.

You're trying to match the most appropriate leads to the buyers that will pay the most and you've been at it all night. Better pour another cup of coffee because you're going to be sitting there, straining your eyes 'til morning, going over those spreadsheets and connecting a lot of dots.

Unfortunately, without the help of a reliable platform to track demographic data, lead buyers, lead criteria and prices, a couple spreadsheets and a lot of manual processing is your only option.

Fortunately though, for a relatively minimal capital investment, you can automate this entire process and save yourself hours each day. You can easily gain the insight into your leads, lead buyers and today's best lead prices that will allow you to maximize revenue and save time.

In this guide, we'll show you how lead monetization works, what to look for in a technology solution and the benefits of using that technology to help manage lead monetization efforts.

Lead Monetization Trends

Value: Today's lead values can vary so widely that some buyers pay up to nine times as much for leads than others. Finding the right buyers can yield greater revenue.
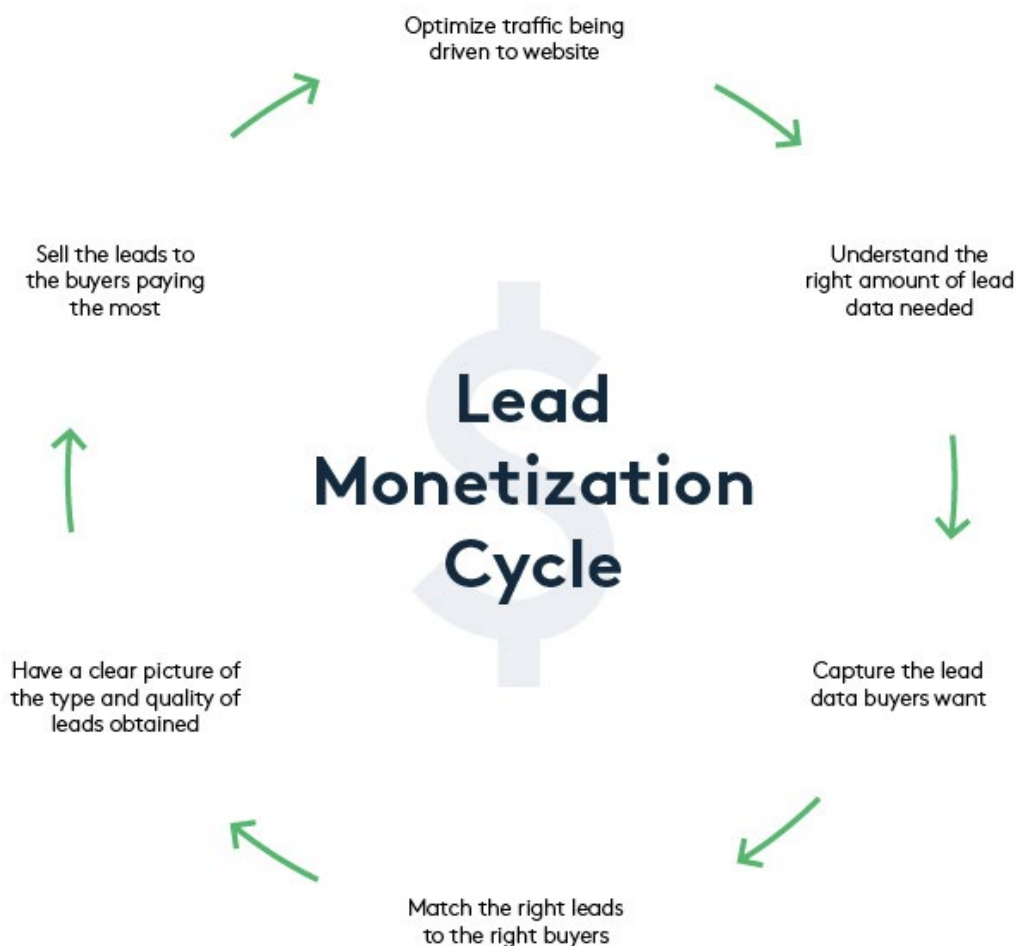
Criteria: Lead buyers expect better quality data that meet more concise criteria. Not meeting these expectations can leave lead generators with leads no one wants to buy.

Technology: Manual lead monetization is no longer practical. The right technology solution is the only way to stay afloat.

How Lead Monetization Works

Businesses build websites with the hope of receiving large amounts of traffic. Whether it's a blog that shares knowledge of a particular industry, or a product site through which a new start-up hopes to sell millions of their latest product, the end goal of all website efforts is to drive traffic, or leads, to the site.

And not only is each site visitor a lead for the business that built the site, they can also be a great lead for other businesses. Leads that are "discovered" through a site are so valuable to other businesses that just about any website out there can sell data about these visitors to other companies. Selling these leads for the best price possible is called lead monetization:

Optimize traffic being driven to website

Understand the right amount of lead data needed

Sell the leads to the buyers paying the most

Lead Monetization Cycle

Have a clear picture of the type and quality of leads obtained

Capture the lead data buyers want

Match the right leads to the right buyers

Lead: A pre-determined set of consumer information that can be useful in selling products or services to that consumer.

Lead Buyer: Business that purchases leads generated by websites.

Lead Capturing: The process of capturing consumer information from website visitors.

Lead Distribution: The process of distributing leads internally among the sales and marketing team members of an organization.

Lead Monetization: The process of maximizing the value received for leads sold by getting the best possible sale price.

Arm Yourself for Success

In order to be successful, you will need as much demographic information about your leads as possible because lead buyers will be very specific about the types of leads they want to buy. You will also need to arm yourself with the ability to sort through all of your leads and align them with lead buyers' demographics and other criteria.

And that's not all. You also need to be constantly aware of which buyers out there are looking for the types of leads you generate, and what those buyers are paying for leads of varying quality so you can get the best price possible for your leads.

Somewhere in the middle of these two sides of lead monetization, you need to settle in to the perfect spot where you:

- Drive the right traffic to capture the data lead buyers want
- Understand the right data about leads to provide the best picture of the type and quality of leads you have to offer
- Simultaneously know what lead buyers are looking for and which of those lead buyers are paying the best price right now

Sounds like a real challenge, doesn't it? But before you throw your hands up in the air and give up, rest assured that technology can help.

While the concept of lead monetization may seem pretty remedial for most, once you've generated traffic, thus generating leads, the next step is where it can get really complicated – determining who will buy your leads for the best price.

What the Right Technology Provides

Make money fast by responding to lead requests in minutes: When a top buyer is paying a premium price for the first thousand solid leads, have leads over to them with just a few clicks.

Easily manage setup, day-to-day operations and all your relationships: Maintain a lead monetization system entirely in-house and manage numerous relationships with lead sources and lead buyers, including account into, offers, prices and campaigns, all from the same solution.

Manage more than just lead monetization: Having a solution that can do more than just monetize leads can help business growth. Whether managing a performance marketing campaign, or analyzing real-world advertising, the more a solution helps track, attribute and optimize all marketing efforts, the more value it provides in the long run.

What to Look for in a Solution

With just a few clicks, sifting through mounds of customer and lead buyer data and allocating leads to the best buyers at the best price is easy. The challenge lies in finding the solution that fits best. The right lead monetization solution should:

✓ Capture, validate and sell leads in real-time

Monetize leads and generate revenue in real-time to quickly find the best price for the most appropriate leads.

✓ Control lead data quality with built-in validation

Automatically recognize and remove fake data and quarantine suspect data for further manual review.

✓ Deliver leads based on custom filters and lead criteria

Analyze data to group leads based on buyer criteria or the criteria you need such as time of day or daily caps.

✓ Easily integrate third-party validation and other activities

Save time and increase revenue by integrating with validation, payout, email marketing and other services.

✓ Provide data how the buyer wants (HTTP POST, GET, XML, JSON, email)

Meet very specific delivery criteria and deliver lead data in multiple formats.

✓ Map and translate data in seconds

Instantly make any necessary format changes to your data to ensure it is translated to buyer form-field requirements.

A solution with these features allows lead generators to optimize lead monetization efforts to increase revenue, and ultimately grow and strengthen their business. So, shred those spreadsheets, put down that extra cup of coffee and let technology handle lead monetization for you.

About CAKE

CAKE provides a SaaS-based solution to track, attribute and optimize the performance of digital marketing spend, in real-time. Bringing clarity to multi-channel marketing campaigns, CAKE empowers advertisers, publishers and networks with the insight to make intelligent marketing decisions.

Learn More

Contact us for a complimentary demo to find out how CAKE can help with your tracking needs.