

Should you buy your business leads?

Buying business leads offers busy marketers a solid solution when their sales teams need additional, last minutes leads to fuel their pipeline and meet targets. But does buying business leads actually add value? Let's weigh up the pros and cons...

Every B2B marketing department faces periods when they struggle to generate the leads they desperately need. It's a relief to know that there are **reliable providers** who offer a lead purchasing solution.

Pro's of buying business leads | Con's of buying business leads

It's time saving

There's no doubt – buying leads in **saves your whole team a huge amount of time** and lets them focus on re-strategizing future marketing campaigns for improved results.



Outdated information

Your lead data needs to be current to be successful. It could have been collected years ago and **no longer be valid or relevant**. Always check dates with your lead providers.



Leads are good quality

Many lead providers have **complex databases storing lead data**, meaning it's easy for you to set ideal lead criteria, purchasing leads best fitting your product/solution.



Shared leads

You have no idea who else has bought these leads – your competitors could have already called them! Be wary of cheap leads, they've **often been sent to many other businesses** and won't offer you much success.



It's instant

This is a huge advantage; instead of waiting for a campaign to perform, you **get the business leads you need straight away**. The perfect solution when orchestrating a final push to meet targets.



They're unpredictable

When you contact leads you bought instead of generated, you have **no idea if they'll even have an interest** or need for what you offer, making it hard to ensure they'll convert.



Why not invest in a lead generation solution?

Lead Forensics offers you high-quality lead data by identifying the businesses visiting your website.

Gather fresh leads who already have an interest in what you offer. Use Lead Forensics to get contact details for key business decision makers and tailor your follow up approaches to improve conversion. Our clients have seen outstanding return on investment (some as high as 8,000%!)

Find out more – book your free demo and no obligation trial!

GET STARTED