

# LEADSHERPA

## Your Guide to Profitable Lead Acquisition

LeadSherpa is a lead acquisition platform that combines lead management functionality with automated optimization technology to drive performance of lead campaigns. Easy to use controls enable clients to simplify campaign management while using optimization software to acquire profitable customers.

- Turnkey platform leveraging software, technology and workflow tools to acquire, optimize and manage lead performance
- Combines lead management tools with optimization technology to automate performance management
- Modular structure allows for use of individual or custom combination of services
- Agency team available to manage all facets of lead acquisition based on client performance metrics
- Usage plans for clients of all sizes



### ✓ Improve Lead Performance

Optimize price points, test new lead sources and dynamically adjust budget allocation based on real-time performance

### ✓ Optimize Lead & Data Spend

Test new 3rd party data providers and automatically shift lead volume to higher performing scorecards / waterfalls

### ✓ Reporting & Analytics

Analyze real-time performance data and transactional activity to measure campaign results

### ✓ FootPrint Profiles

Apply demographic profiles of over and under-performing consumers for better targeting and filter management