

LEAD CASCADE

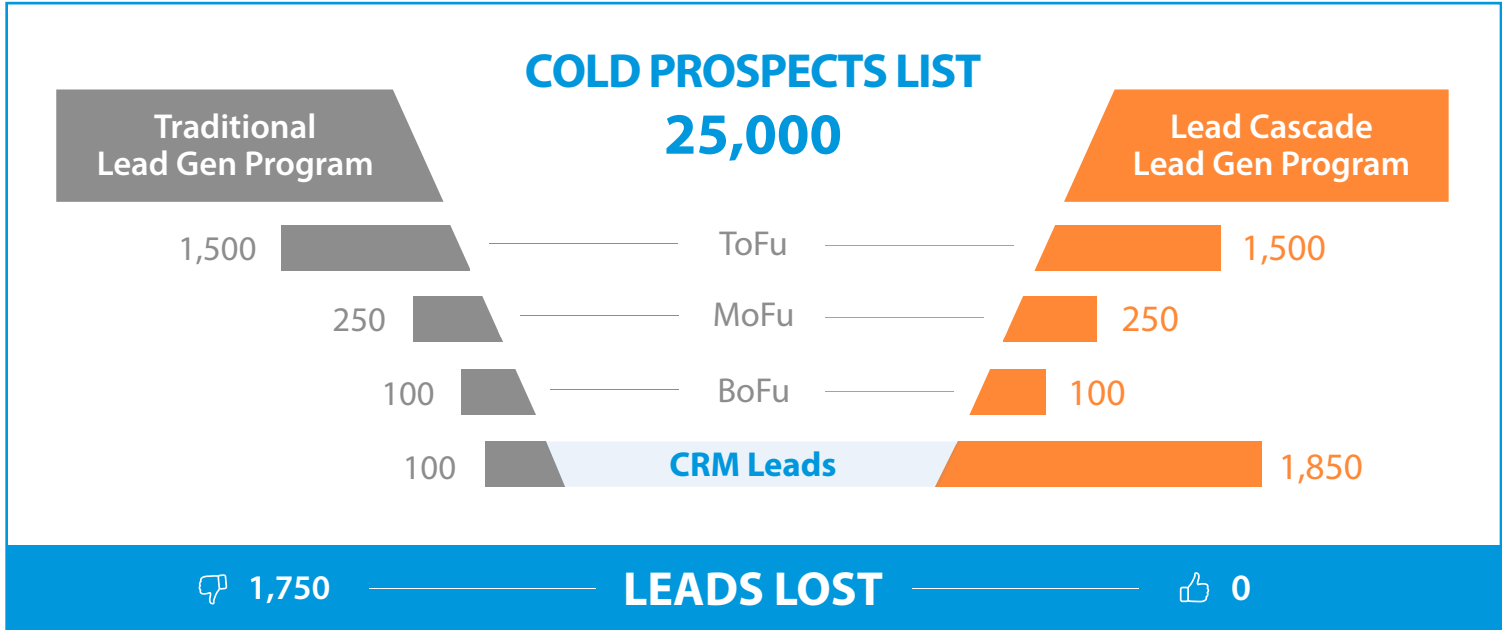
Bottom-of-funnel demand generation campaigns typically **discard 20+ prospective leads** to generate one highly qualified lead.

INFUSEmedia's Lead Cascade program enables you to acquire these discarded leads at lower cost, providing an engaged pipeline that can be nurtured and developed.

www.INFUSEmedia.com

DO NOT LEAVE ANY LEADS BEHIND.

Maximize ROI and build pipeline by generating leads at every stage of the funnel.



Turn prospective leads into advocates for your brand and keep them engaged until they are ready to purchase:

- Add more leads to your nurture stream
- Engage and educate the right prospects early on
- Jump the line to early consideration when they are ready

The Lead Cascade program is ideal for high-tech businesses that:

- Have an **ABM list** or an **ideal customer profile**
- Sell **complex solutions** that require significant audience education
- Have a **lengthy sales** cycle (3 months or longer)

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