

Highly Qualified Leads (HQLs)



Introduce Your Sales Team to Thousands of Buyers

HQLs are the highest quality and highest converting pay-for-performance leads available. With these leads, you can boost the effectiveness of your sales team and close more business.

Business Benefits

- > Grow pipeline
- > Improve sales funnel ROI metrics
- > Increase effectiveness of sales team

How This Program Works

1. **Immersion** – We review your target market, train our analysts on your product category, and share best practices.
2. **Delivery** – We deliver leads nightly via flat file (form - POST or FTP also supported).
3. **Optimization** – We evaluate lead quality and performance, add your feedback into our analysis, and provide you with recommendations. These steps are repeated on an ongoing basis.

There are active business buyers looking for solutions on the internet, ready to listen to vendors. We'd like them to meet you. We make it happen thousands of times every day for our clients.

With HQLs, we empower sales and marketing organizations to substantially improve their funnel ROI metrics. HQLs have articulated to our analysts that they're involved in making a decision with respect to a product, service, or solution in your market and have expressed that a project is underway. They're the result of our superior demand-generation method that connects you faster to the right buyers.

Target Markets – HQLs are available in the following markets: ERP/Finance-Accounting Systems, CRM, Telephony, Unified Communications, Business Intelligence, Product Lifecycle Management, and Web Conferencing.

Demographic Data – We collect the following data: name, company name, phone number, email address, number of employees, city, state and zip.

Psychographic Profile – HQLs are considering a purchase in your target market. All leads include analyst conversation notes.

Example of delivered HQL lead file (with analyst notes)

Address	City	State	Country	Postal	FirstName	LastName	Title	Phone	Nur	EEmail	Notes
3571 Andersc	Madison	WI	United Sts	53704	Name 1	Surname 1	IT/IS Manager	555-111-3		name@compa	Greg is using a very old pbx that he said he ne
110 Galewski	Goodview	MN	United Sts	55987	Name 2	Surname 2	Other	555-111-3		name@compa	Craig is using a hosted solution right now with
1 Plastics Ave	Murraysvi	WV	United Sts	26164	Name 3	Surname 3	System Admin	555-111-3		name@compa	John is using an Alcatel Lucent pbx that is out
700 Lancaster	Elstonville	PA	United Sts	17545	Name 4	Surname 4	CEO,CFO,VP,Dit	555-111-3		name@compa	Pete is looking to replace about 4 phone pbx's
225 Dunn Str	Flag Cente	IL	United Sts	61068	Name 5	Surname 5	CEO,CFO,VP,Dit	555-111-3		name@compa	Bruce is looking for a new phone system for h

Notes: Bruce is looking for a new phone system to replace an antiquated system. He wants voice-mail to email, an auto attendant, call forwarding, find-me-follow-me, and do not disturb. He would like to implement in the next 3 months. # of lines: 30



About Ziff Davis B2B
Ziff Davis B2B is a leading provider of research to technology buyers and high-quality leads to IT vendors. As part of the Ziff Davis family, Ziff Davis B2B has access to over 50 million in-market technology buyers every month and supports the company's core mission of enabling technology buyers to make more informed business decisions.

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