

LEAD

FARMING

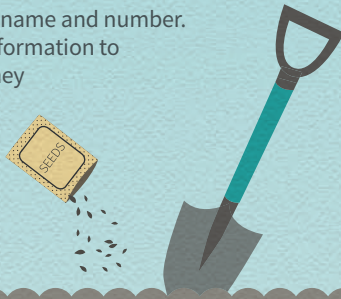
Three steps to grow leads

Lead generation is a process. Like a crop, you can't just acquire a raw lead and bring it to market. Leads have to be nurtured over time before they can be properly harvested.

We identified 40 enterprise vendors that help marketers better farm their leads. There are three main stages of lead farming, each broken down by sub-categories.

PLANT

First, identify and contextualize the lead. Get more than just a name and number. Make sure you get information to understand where they are coming from.



NURTURE

Now that you have your lead, you have to nurture them with various touch points to better qualify them. Make sure your leads see you as a source of industry leading information. Use one of these methods.



HARVEST

Now that your leads are engaged, it's time to take them through the end of the marketing funnel towards your sales team. These vendors all help bubble up leads that are ready to be harvested.



IDENTIFY LEADS



CONTEXTUALIZE LEADS



PRO-TIP

"Using a social network to listen and identify new prospects lets me leverage my connections to get warm introductions. Focus on adding value to your prospects and less on selling to them."

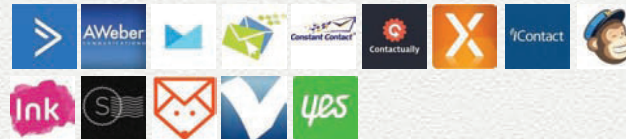
—**KOKA SEXTON** | SR. SOCIAL MARKETING MANAGER, LINKEDIN

PRO-TIP

"Tools when used incorrectly with the wrong strategy and targets can do more harm than good. But if you do a bit of research and collect business intelligence and discover social connections, it makes a tremendous difference in the customer experience and response rate."

—**ANNEKE SELEY** | EVANGELIST & FOUNDER, REALITY WORKS GROUP

E-MAIL MARKETING



SALES CALL SOFTWARE



OTHER ENGAGEMENT



PRO-TIP

"TEST TEST TEST! Way too often email marketers get caught in the rut of sending the emails formatted the exact same way, only changing the content as needed. However, not all emails are the same and not all emails have the same goal."

—**ADAM TUTTLE** | PARTNER & BUSINESS DEVELOPMENT, ACTIVECAMPAIGN

PRO-TIP

"What's changing is the use of data and analytics in the marketing stack. Decisions are being made based on measurable ROI, including via social. Engagement with potential customers and users is critical; and leveraging ambassadors for referrals has never been more impactful than it is today."

—**JEFF EPSTEIN** | CHIEF AMBASSADOR, AMBASSADOR

LEAD ANALYTICS



LEAD MANAGEMENT



PRO-TIP

"For marketing and sales to be aligned, they need to measure themselves on a 'common currency' of an objectively qualified lead. Once both agree on a definition of what behavior determines qualification, marketing can commit to sourcing specific numbers, and sales can commit to follow up speeds and close rates."

—**STEVE WOODS** | CTO & CO-FOUNDER, ELOQUA

PRO-TIP

"Integrating lead nurturing with your customer database allows you to value each potential customer and gives indications of where they are in their purchasing path. The biggest pitfall to marketing automation purchases is not dedicating the resources to properly integrate the package."

—**KATYA CONSTANTINE** | FOUNDER, DIGISHOPGIRL MEDIA

LEAD

FARMING

Three steps to grow leads

ADDENDUM

Lead generation is a process. Like a crop, you can't just acquire a raw lead and bring it to market. Leads have to be nurtured over time before they can be properly harvested.

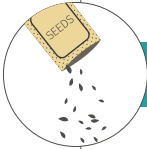
We identified 40 enterprise vendors that help marketers better farm their leads. There are three main stages of lead farming, each broken down by sub-categories.

WHAT IS A QUALIFIED MARKETING LEAD?

Leads as described by **Eloqua as individuals who are displaying both the intent and the capacity to make a buying decision in a reasonable timeframe**. To qualify a lead, Eloqua adds that it is typically based on explicit information: their job title, industry, company revenue, and geography. **However, buyers spend 80-90% outside of their buying cycle**. The best leads are thus typically found at the very beginning of the buying cycle, when the enterprise consumer is looking to make a purchase.

An enterprise lead can be as low as \$20 to \$30 for a cost per click (although it is arguable that a click is not a lead) to **upwards to \$100+ for a highly targeted, highly qualified lead**.

We identified three main stages of lead farming, each broken down by subcategories, to best plant, nurture and harvest a lead.



PLANTING A LEAD

First, identify and contextualize the lead. Get more than just a name and number. Make sure you get information to understand where they are coming from.

IDENTIFY LEADS



DATA.COM



HOOVERS



LEANDATA



LINKEDIN



MIXRANK



NETPROSPEX



TOOFR

The first step in the lead generation process is to acquire your leads. We have identified seven vendors who can help you fill out your lead funnel. These vendors provide more than just basic contact information.

Some vendors like [LinkedIn](#), [Hoovers](#), [Data.com](#) and [NetProspex](#) already have databases of contact information for key decision makers from the C-suite down. Many also leverage social media content and second-degree relationships to provide more data to marketers.

“

PRO-TIP

Using a social network to listen and identify new prospects lets me leverage my connections to get warm introductions. If you focus on how you are connected to prospects you will be much more likely to get the initial meeting. Focus on adding value to your prospects and less on selling to them. The more value you add, the more your prospect is going to be receptive to you.”

—KOKA SEXTON | SR. SOCIAL MARKETING MANAGER, [LINKEDIN](#)

We’re excited about new vendors like [LeanData](#), [MixRank](#) and [TooFr](#) who provide additional data on your leads, usually by pulling data and content from non-traditional data sources.



CASE STUDY: LEANDATA

LeanData provides a turnkey, fully managed service to ensure the integrity of your vital business data. Using a SaaS-based workflow engine and the power of cloud labor to handle exception-driven fuzzy matching, LeanData can be up and running quickly, at a much lower cost than traditional software systems, making sure your enterprise data stays clean and accurate across all data inputs.

“LeanData’s combination of a native salesforce app, algorithms plus on-demand human intelligence has shown to decrease the cost of managing list uploads by 75% and increase the turnaround time by 5X.”

—EVAN LIANG | CEO & CO-FOUNDER, [LEANDATA](#)



CASE STUDY: MIXRANK

MixRank builds advertising analytics software that can automatically identify the highest performing ads for any advertiser or traffic source, enabling any performance advertiser to build successful display campaigns.

“Engaging with leads is no longer as simple as opening up the phone book and cold-calling your top prospects. Sales and marketing teams are now investing in data-driven prospecting to generate pre-qualified leads and higher response rates.”

—JANA FUNG | MARKETING MANAGER, [MIXRANK](#)

CASE STUDY: TOOFR

Toofr can help you easily build email addresses for leads at 500,000 top companies. Save thousands of dollars on email lists—one pattern yields limitless contacts.

“Lower your email bounce rates by getting first and last names directly from the company website, LinkedIn, or news articles and deriving the email addresses from a proven pattern provided by Toofr or another service.

—RYAN BUCKLEY | CEO & CO-FOUNDER, TOOFR

CONTEXTUALIZE LEADS



INSIDEVIEW



MINTIGO



PEOPLELINX



RADIUS

Just getting their contact information, while comprehensive, doesn't tell you about the enterprise consumer's propensity to buy. New data points from social media streams, from likes or tweets can tell you a lot about your prospective lead. By developing a tangible process in prospecting your leads through different data channels, your marketing team can be effective in moving your lead down the marketing funnel.

CASE STUDY: RADIUS

For sales teams looking to sell to small and medium-sized businesses, Radius makes sense of constantly changing local business data to help you prospect smarter and close faster. Our real-time data collection and normalization processes enable us to create the most comprehensive repository of business data in the U.S.

“A successful salesperson today cultivates his or her digital presence. There are a number of critical components to your digital profile, including the information on your LinkedIn account, the people you follow and engage through Twitter, and the content you share to become a trusted resource. Build your personal brand on social media to attract the prospects that you want to discover you.”

—DARREN WADDELL | MARKETING & PRODUCT EXECUTIVE, RADIUS

Ultimately, it doesn't matter if you collect all the data on your lead without processing and synthesizing a coherent strategy.

“

PRO-TIP

Tools when used incorrectly with the wrong strategy and targets can do more harm than good. “Smile and dial” with a personal, relevant and timely reason to connect should be dead but isn't. But if you do a bit of research and collect business intelligence and discover social connections, it makes a tremendous difference in the customer experience and response rate. Be prepared before you email, call or connect socially and focus on what's in it for them.”

—ANNEKE SELEY | EVANGELIST & FOUNDER, REALITY WORKS GROUP



NURTURING A LEAD

Now that you have your lead, you have to nurture them with various touch points to better qualify them. Make sure your leads see you as a source of industry leading information. Use one of these methods.

E-MAIL MARKETING



ACTIVECAMPAIGN



AWEBER



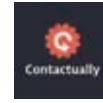
CAMPAIGNMONITOR



CAMPAIGNER



CONSTANT
CONTACT



CONTACTUALLY



EXACTTARGET



iCONTACT



MAILCHIMP



MOVABLE INK



SENDICATE



USERFOX



VERTICALRESPONSE



YESMAIL

Email marketing remains a critical tool for marketers. This is probably why we have **more than 30 email marketing** vendors on VendorStack. To narrow the list down, we identified 14 vendors that service a wide range of customer archetypes. While we understand that all the vendors listed here can serve multiple archetypes, we also recognize that some vendors can be better suited for different types of customers.

For small and medium sized enterprises, consider **ActiveCampaign**, **AWeber**, **Campaigner**, **Constant Contact**, **iContact** (a subsidiary of Vocus), **MailChimp** and **VerticalResponse**. Of these vendors, there are some interesting differentiators. **MailChimp**, for example, stresses its design-oriented chops. **ActiveCampaign** focuses on its social media integration. **VerticalResponse** works well within the non-profit sector.



CASE STUDY: ACTIVECAMPAIGN

ActiveCampaign combines all aspects of email marketing into a single & easy to use platform. Seamlessly create beautiful & engaging emails, send them to your segmented subscribers, and see what interactions & reactions occur in real time!

“TEST TEST TEST! Way too often email marketers get caught in the rut of sending the emails formatted the exact same way with only changing the content as needed. However, not all emails are the same and not all emails have the same goal. Try placing the call to action in a different place, changing the formatting, mixing up the balance of text vs. images.

If you don't know where to even start making these types of changes ask these two questions:

- 1. What is the goal of the email?*
- 2. What changes might help the goal succeed? Test variances from the answers you get.”*

—ADAM TUTTLE | PARTNER & BUSINESS DEVELOPMENT, ACTIVECAMPAIGN

For larger enterprises, consider **Campaign Monitor** and **ExactTarget**. While both vendors can work for small and medium sized businesses, both have built large businesses from clients like **Facebook** and **Microsoft**.

For marketers who are looking for a more design-oriented email tool, consider **Movable Ink** and **Sendicate**. Both vendors apply modern design elements typically not found in email.



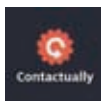
CASE STUDY: SENDICATE

Sendicate is an email app that brings together simplicity and design to simply send emails to people who matter.

“Make sure to have an email platform where content and messaging can take the focus. Content is king for email marketing and is just as important as other channels. Don't lose focus of the message and your market just because emails can be so technical.”

—CHAD JACKSON | CEO & FOUNDER, SENDICATE

Finally, for analytics-oriented email vendors, consider **Contactually** and **userfox**. Both **Contactually** and **userfox** use data to conduct a drip-marketing tactic through email. Depending on the context of your contacts or how your user interacts with your product, a well-executed drip-marketing campaign can lead to higher conversion rates.



CASE STUDY: CONTACTUALLY

Contactually helps business professionals build better relationships. We make it easy to automatically convert your email contacts to one central spot, sync it with your CRM (if needed), and add tasks, follow-ups, and priority associated with those contacts. More importantly, we proactively suggest steps to take with your most important relationships.

“What Contactually solves is the problem of maintaining relationships with your network, which we know isn't always easy. The solution to your problem should allow you to be organic and systematically strengthen your network.”

—TONY CAPPAERT | COO & CO-FOUNDER, CONTACTUALLY

SALES CALL SOFTWARE



CLOSE.IO



INSIDESALES.COM

What's still true even in today's world of text messages and tweets is that a phone call is still highly effective. We chose two vendors that take the traditional analog qualities of sales call into the digital world. Both take data from your sales calls and integrate other data coming from digital sources like email into your CRM.

OTHER ENGAGEMENT



AMBASSADOR



ENGAJER



HUBSPOT

In addition to traditional email marketing and cold calling, there are group of vendors trying to do a few things differently in today's age of social media and online video. For example, **HubSpot**, the leader in a new wave of inbound marketing, has helped thousands of marketing professionals better promote their products through blogs, landing pages and better SEO.



CASE STUDY: AMBASSADOR

Ambassador is social referral software for any size business. Ambassador's flexible, easy-to-use and fully integrated software provides your business with the tools to effectively engage, mobilize and reward your fans.

"What's changing is the use of data and analytics in the Marketing stack. Decisions are being made based on measurable ROI, including via social. Engagement with potential customers and users is critical; and leveraging ambassadors for referrals has never been more impactful than it is today."

—JEFF EPSTEIN | CHIEF AMBASSADOR, AMBASSADOR



HARVESTING A LEAD

Now that your leads are engaged, it's time to take them through the end of the marketing funnel towards your sales team. These vendors all help bubble up leads that are ready to be harvested.

LEAD ANALYTICS



AGILONE



BIZIBLE



GOODDATA

Leads are only as good as the data that has qualified them. As Jeff Epstein from [Ambassador](#) previously noted, the rise of data and analytics to marketing has fundamentally changed how resources are allocated in the sales and marketing stack. Leads can be properly scored based on the effectiveness of a campaign or a channel, thanks to these data analytics vendors.



CASE STUDY: BIZIBLE

Bizible's patent-pending Marketing Analytics technology allows companies to accurately track any offline revenue back to the exact online marketing source. Bizible tracks customers from Google Search, AdWords, Social, Yelp, and beyond.

"Tracking calls and clicks is the status quo for marketers. Unfortunately, calls and clicks are not a good proxy for revenue. It's a smart move to invest in marketing analytics which extend the digital tracking trail to the closed sale."

—ANDY TURMAN | CO-FOUNDER & MARKETING, BIZIBLE

LEAD MANAGEMENT



ELOQUA



INFUSIONSOFT



MARKETFISH



MARKETO



PARDOT



SILVERPOP



THRIVEHIVE

Lead Management or Marketing Automation software is typically the central platform that all data is funneled into, where leads can be scored appropriately before they are triggered as a marketing qualified lead and sent to the sales team.

Because lead management software is such a critical part of the modern marketing process, like email marketing, there are a lot of vendors in the space. We have taken some care in categorizing certain vendors based on their ideal customer archetype. Again, these vendors typically serve more than one archetype but if we had to choose just one, this is how we'd break it down.

For larger enterprises, consider [Eloqua](#) and [Marketo](#). The two market leaders in the space have the robustness and the breadth of features and flexibility to service the largest enterprises. However, both offer small and medium sized business offerings.



CASE STUDY: ELOQUA

Eloqua helps clients dramatically accelerate revenue growth through Revenue Performance Management. Eloqua provides powerful business insight to inform marketing and sales decisions today that drive revenue growth tomorrow.

“For marketing and sales to be aligned, they need to measure themselves on a ‘common currency’ of an objectively qualified lead. Once both agree on a definition of what behavior determines qualification, marketing can commit to sourcing specific numbers, and sales can commit to follow up speeds and close rates.

Modern marketing is about understanding where each buyer is in their buying process and then delivering the right message at the right time based on that individual buyer’s interests. To do this, you must reframe everything in terms of the buyer; what stages are in a buying process, what digital body language would indicate each stage, and what information they would next be interested in.”

—STEVE WOODS | CTO & CO-FOUNDER, ELOQUA

[Pardot](#) and [Silverpop](#) are popular with a number of mid-sized businesses. [Pardot](#) is an [ExactTarget/Salesforce.com](#) company and is increasingly moving towards larger enterprise. [Silverpop](#) plays well in the SME space but also has options for larger enterprise.

Smaller businesses find that [Infusionsoft](#), [Marketfish](#) and [ThriveHive](#) fit their needs. All three vendors work well with enterprise and non-enterprise companies. [Marketfish](#), in particular, has an automated marketplace solution for 3rd party record license and postal list rental.



PRO-TIP

“Integrating lead nurturing with your customer database allows you to value each potential customer and gives indications of where they are in their purchasing path. The biggest pitfall to marketing automation purchases is not dedicating the resources to properly integrate the package. Plan to keep a team dedicated to keep the product up to date and optimized to work with your ever-changing business processes.”

—KATYA CONSTANTINE | FOUNDER, [DIGISHOPGIRL MEDIA](#)

CONCLUSION

Lead farming takes time and care. As marketers gain more distributed channels to acquire leads and more access to data on prospective leads, the signal to noise ratio becomes increasingly diluted.

We believe we have identified 40 of the top vendors that empower marketers to manage this avalanche of data and provide the best scoring marketing qualified leads to their sales teams.

VENDORS MENTIONED Sorted by taxonomy, then alphabetically

IDENTIFY LEADS

[Data.com](#)
[Hoover's](#)
[LeanData](#)
[LinkedIn](#)
[MixRank](#)
[NetProspex](#)
[Toofr](#)

CONTEXTUALIZE LEADS

[InsideView](#)
[Mintigo](#)
[PeopleLinx](#)
[Radius](#)

SALES CALL SOFTWARE

[Close.io](#)
[InsideSales.com](#)

LEAD ANALYTICS

[AgilOne](#)
[Bizible](#)
[GoodData](#)

OTHER ENGAGEMENT

[Ambassador](#)
[Engajer](#)
[HubSpot](#)

LEAD MANAGEMENT

[Eloqua](#)
[Infusionsoft](#)
[Marketfish](#)
[Marketo](#)
[Pardot](#)
[Silverpop](#)
[ThriveHive](#)

E-MAIL MARKETING

[ActiveCampaign](#)
[AWeber](#)
[Campaign Monitor](#)
[Campaigner](#)
[Constant Contact](#)
[Contactually](#)
[ExactTarget](#)
[iContact](#)
[Mailchimp](#)
[Movable Ink](#)
[Sendicate](#)
[userfox](#)
[VerticalResponse](#)
[Yesmail](#)

We'd like to thank our designer, [Jessica Suen](#), for designing this infographic.

DISCLAIMERS

Geographic Bias. Many of the vendors and pain points mentioned in this infographic are US-centric, particularly California-centric. We follow the old adage of think globally but act locally and we hope we can service our customers far and abroad as well as we do our SF Bay Area colleagues.

Vendor impartiality. We asked every vendor listed to articulate how they provide the biggest value to their customers. Our request was that each quote was given with the end user in mind and to try not to be too commercial. We included all appropriate responses we received from vendors. If you're a vendor who would like to be showcased in future reports, contact us at vendors@vendorstack.com and we'll get back to you shortly. Thanks!