

# THE COMPLETE CHECKLIST FOR QUALITY LEAD GENERATION

**With so many lead generation suppliers appearing similar, it's crucial to look beyond the cost-per-lead (CPL) they're offering to evaluate their true value.**

To achieve a healthy conversion rate from your lead generation activities, you need to:

- Gain complete visibility into how and where your leads are generated to protect your brand's reputation.
- Feel confident in the source and quality of the data you receive to avoid wasting resources on leads that aren't engaged.
- Trust the lead generation provider(s) you choose to work with to guide you and help you run the most successful campaigns.

This checklist helps you assess each B2B lead generation supplier to ensure you only choose high-quality specialists. Quality suppliers should provide clear, transparent answers to demonstrate their credibility in an industry often clouded by ambiguity.



## The "Anonymous Subcontractor"

The "anonymous subcontractor" is something most lead generation suppliers are uncomfortable talking about. The anonymous subcontractor is the faceless, murky, unidentified lead provider who delivers in-bulk, low-quality, cheap leads – that are then marked up to be sold on to you. Unfortunately, it is likely that the leads provided will not have had a genuine interaction with your brand, or your content. Even worse, a lot of suppliers out there have become very good at hiding the fact that they use anonymous subcontractors to source your 'leads', making this checklist an important resource to use when vetting potential lead generation suppliers.





## DATA QUALITY & TRANSPARENCY

- Does the lead generation supplier generate every lead via their own websites and channels?** This will help you determine whether they are generating 1st party data or providing 3rd party data. The benefit of 1st party lies in the brand experience, the accuracy of the data, and the control of the campaign.
- Can they show you an end-to-end reader journey for how each lead has been generated?** For example, the content they downloaded, the explicit consent they gave to hear from your business, and the data validation process they've gone through.
- Do you know whether the leads are part of a readership community (e.g., they are a subscriber) or if they simply downloaded one asset independently?** This matters because leads with ongoing engagement indicate genuine interest and are more likely to convert.
- Are your content syndication leads interacting with your brand in a clear, distraction-free environment?** A clutter-free experience with your brand front and center fosters trust, enhances perception, and increases conversion chances.
- Can they confirm they do not subcontract your marketing campaigns to unknown third parties for fulfilment?** Unfortunately, many lead generation suppliers do outsource their clients' campaigns in this way, so it's important to trust your supplier's lead generation methods. Even if they have websites where content appears to be hosted, they still may operate in this way.
- Can they guarantee they comply with data protection regulations in all your target markets and handle lead data securely?** Compliance protects both your brand and customer trust while ensuring clean data enters your CRM.
- Can they explain how your leads are validated before delivery?** This is important to guarantee relevant and accurate leads are delivered to you.

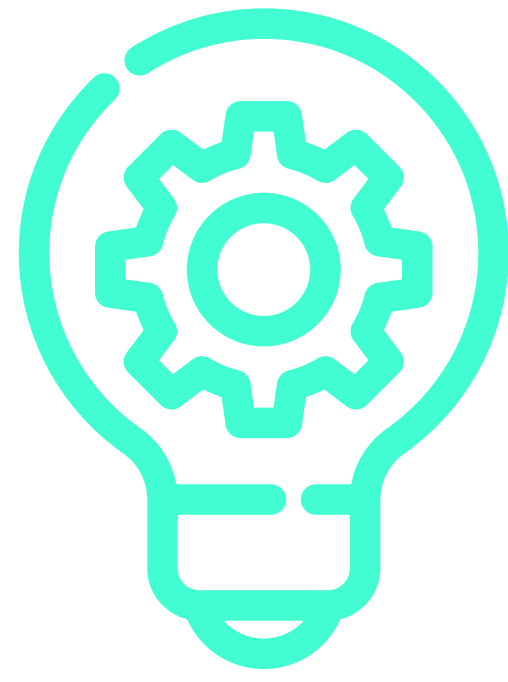




## SUPPLIER CREDIBILITY, EXPERTISE & TRUST

- Do they have an in-house team of lead generation experts who can recommend the most effective campaigns to run based on your objectives?
- Can the lead generation supplier reach the targeted audiences you need to access? For example, the specific industries, job titles, departments, and seniority levels?
- Does the lead gen provider have a deep understanding of your industry? Working with providers who are knowledgeable about your industry ensures the best approach is taken to optimize lead gen efforts and verifies your campaign will resonate with the audience.
- Can they recommend the best content to use within your campaigns based on their market knowledge?
- Does the supplier have local expertise within the countries, regions, or markets you need to reach?
- If you're targeting multiple geographies, can your lead gen provider offer local language landing pages and guidance on region-specific considerations? Campaigns in the native language of the target audience typically drive higher engagement and strengthen brand perception. Understanding local market nuances can make a significant difference, and expert support in localization is invaluable.





## CAMPAIGN PERFORMANCE & SUPPORT

- Are you satisfied with how your lead generation campaigns will be managed ?** For example, will you work with a dedicated Account Manager who will guide you on every element of your campaign?
- Does the lead generation supplier offer a measurable and predictable ROI?** For example, a pre-agreed and fixed cost-per-lead (CPL)?
- Are you satisfied with the supplier's turnaround time?** For example, can they get your lead generation campaigns off the ground quickly if required?
- Can the lead generation supplier optimize or adjust your live campaigns if required?**
- Will they provide you with actionable insights throughout the duration of your campaign?** For example, at Headley Media, we offer our clients mid-campaign and post-campaign analysis reports.



You should only work with lead generation specialists who can answer all the questions in this checklist to your satisfaction. These suppliers will be best placed to offer you the control and transparency you require from your lead generation campaigns.

## OUR 7 BRANDS & TARGET AUDIENCES:

