

CASE STUDY

---

# Driving Success Through LeadSwell's Lead Generation Services

Nine years as the Secret Sauce for a Global Technology News Publisher

## CASE STUDY

---

# Driving Success Through LeadSwell's Lead Generation Services

Nine years as the Secret Sauce for a Global Technology News Publisher

### Background: The Partnership

Our partnership with this global technology news and information publisher began nine years ago with a simple cold call that laid the foundation for a remarkable journey. LeadSwell earned the business by fulfilling the publisher's lead generation programs on a wholesale Cost-per-Lead (CPL) basis. As relationships are heavily guided by mutual non-disclosure (MNDA), we trusted this publisher to drive fair pricing for everyone. By doing so, LeadSwell's wholesale CPL services increased the publishers' revenue and margin by delivering exceptional quality at competitive prices.

**"LeadSwell transformed our approach to lead generation. Their unwavering support and industry knowledge have positioned us as a go-to resource for B2B leads, year after year."**

**— CEO, GLOBAL TECH PUBLISHER**

### About Our Customer

Our partner is a well-established and respected global technology publisher. Since 1998, this publisher has been focused on delivering technology news by managing well-known websites and publications covering a wide range of topics, including technology, business, and market trends. Our partner provides 100% original content that is insightful and current, focusing on developments in the tech industry so business and technology leaders can access relevant news and insights from a known and trusted source. Their heavy editorial approach provides daily industry news, original features, expert analysis, insightful commentaries, and exclusive interviews with industry leaders.

## Lead Generation Challenges

Our established and well-respected publisher needed a better partner to fulfill their lead generation programs. Their previous experiences were rigid and complicated, making it challenging to achieve fulfillment goals. This publisher faced minimum spending requirements and a lack of adaptability from other vendors, hindering the development of a broad go-to-market strategy. They knew they needed a more agile partner to bring value to future programs, increase revenue growth, and strengthen their market leadership by providing superior lead generation services.

## Selecting a Trusted Lead Generation Partner

Recognizing the need for a more flexible partner, this publisher chose LeadSwell to deliver quality leads, benefiting from their adaptable approach to meet their customers' ever-evolving lead generation requirements. The decision to partner with LeadSwell was also influenced by successfully testing the quality of the leads, which met the highest customer standards and delivered unparalleled margins. This publisher was impressed with the unique responsiveness, friendliness, and trustworthiness offered by LeadSwell, especially since the partner determines the CPL, lead replacements, overall program investment, and pay terms. Ultimately, the decision to select LeadSwell has helped them build success and offer price-competitive and high-quality lead generation services for years.

**“Matt and his team emerged as a trustworthy partner, making our initial conversations thought-provoking and inspiring. His dedication to customer success and consultative approach set LeadSwell apart from prior providers.”**

**— CEO, GLOBAL TECH PUBLISHER**

## LeadSwell Services

In 2016, LeadSwell was hired to provide wholesale B2B lead generation services focused on ABM, Content Syndication, and digital webinar event registration programs. LeadSwell has consistently provided the highest-quality services, delivering more than 40,000 leads over nine years. Our global technology publisher clients and LeadSwell have benefited from countless renewals. Across nearly a thousand campaigns executed, LeadSwell takes pride in providing a personalized approach and collaborating closely with the publisher to help them pitch and sell lead generation programs effectively. LeadSwell attends sales calls with the publisher and educates the internal sales team on selling the value of lead generation programs. This synergy enabled the publisher to seamlessly whitelabel LeadSwell's offerings, creating a solid joint partnership that yields success year over year.

## LeadSwell Driving Customer Satisfaction

Dedicated and personalized support by Co-Founder Matt Payne, detailed campaign customizations, and an unwavering commitment to delivering on customers' expectations have resulted in renewals, leading to an increase in reliability & steady demand for the publishers' services.

“LeadSwell's proactive involvement has been effective, including participation in sales presentations and calls. The hands-on approach has helped position us as lead generation experts to our clients, which has been essential in maturing our lead generation business.”

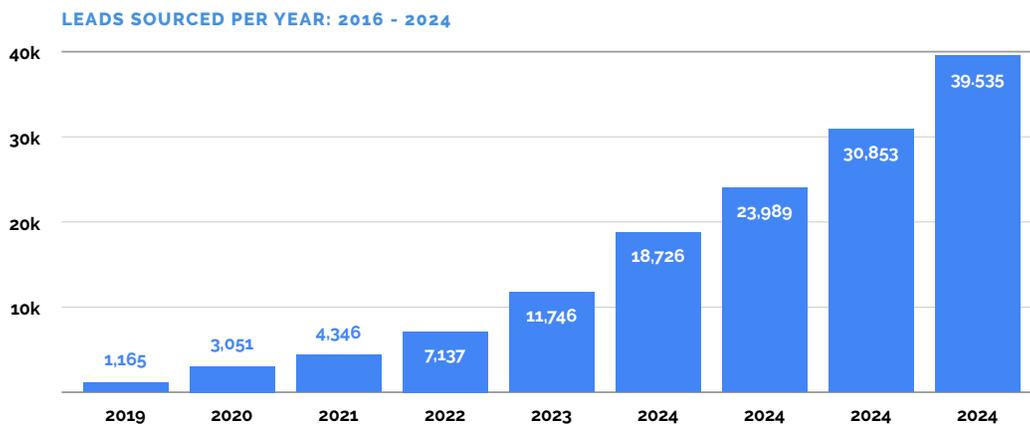
— CEO, GLOBAL TECH PUBLISHER

## LeadSwell Delivers Results Year-Over-Year

The results from their collaboration with LeadSwell were immediate. LeadSwell's lead quality exceeded the standards set by previous providers. Significant lead generation goals have been achieved throughout our working relationship, including a successful API integration led by LeadSwell. The API integration created an even stickier relationship between our publisher and end client, enabling them to grow their business with their client.

Since partnering with LeadSwell, our customer has experienced significant improvements in our lead generation, including:

- **90% of campaigns** showed a dramatic increase in targeted account lead volume over nine years
- **Campaign Wrap Up Reports** provided as needed for sales presentations
- Over **40,000 high-quality leads** that aligned with their ICP



These results have helped our publisher achieve some ambitious marketing goals for its customers and helped them strengthen its overall approach to customer engagement.

## Customer Success Continues - Current and Future Relationship

As of today, this publisher has been collaborating with LeadSwell for nine years. With a foundation built on trust and mutual success, both companies are excited about the future and ongoing opportunities to enhance our publisher's "secret sauce," wholesale lead generation services from LeadSwell.

**"The collaborative spirit that LeadSwell brings has grown our strategies and facilitated valuable new customer introductions, expanding our footprint in the technology publishing market."**

**— CEO, GLOBAL TECH PUBLISHER**

In conclusion, the partnership with LeadSwell exemplifies how a strategic approach to wholesale B2B lead generation can drive significant success, ultimately enhancing the services you can provide to your customers.

**"I wholeheartedly recommend LeadSwell, and I am confident that others will find similar success through his dedicated approach."**

**— CEO, GLOBAL TECH PUBLISHER**

## Are You READY?

LeadSwell has been providing lead generation services to enterprise and mid-market customers for over 25 years. With over 1,600 programs launched, we help our customers by leveraging our expertise to create top-of-funnel targeted engagement to feed into their programs. With a customer-first approach, LeadSwell can help you with your lead generation strategy today. Contact us at [sales@leadswell.com](mailto:sales@leadswell.com).