

Lead Generation Services Exclusively for B2B Technology Companies With Deep Domain Expertise and a Customer-First Approach

LeadSwell provides curated lead generation for B2B technology companies to drive opportunities on clients' terms at the scale they need, with testing at every stage. With this specialization, deep roots in the Bay Area and white-glove service, LeadSwell offers a unique combination of deep domain expertise and a customer-first approach.

Founder, Matt Payne, leads the LeadSwell team, bringing his 25 years of sales and demand generation experience to all engagements. Taking a hands-on approach and treating clients as partners, Matt works directly with all clients to design campaigns with a through line to revenue.

Unique Approach to Lead Generation

Clients set the terms of engagement with the ability to determine campaign pricing and minimum number of leads. LeadSwell also has a liberal return policy to ensure clients get leads that meet their criteria and compliance standards.

As part of its commitment to clients' success, LeadSwell gives clients tools and direction to support conversion best practices and increase ROI.

How LeadSwell Partners with Clients

LeadSwell delivers marketing and sales-ready leads to mid-market and enterprise technology businesses in all categories.

Agencies and publishers leverage LeadSwell services directly or as white-labeled services for any stage in the sales process—from initial sales meetings to quotes.

LeadSwell at a Glance

Founded in 2007

- Headquartered in the Bay Area
- Over 1,200 campaigns delivered from over 825 clients
- Serve mid-market and enterprise technology businesses in all categories
- Expertise in:
 - Content syndication
 - Webinar promotion
 - Account-based marketing
 - Tiered/waterfall leads
 - Custom leads—MQL, SQL, HQL, BANT, double touch, intent, and lookalikes
- International programs



ORACLE



Google Cloud

DELL Technologies

NICE®

GENESYS™

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Lead Generation Services

Steeped in front-line sales, LeadSwell's services are all delivered with salespeople's needs at the forefront. LeadSwell consistently delivers results by using its proven lead-generation strategies that integrate support to convert leads into opportunities.

The custom leads available through LeadSwell lead-generation campaigns include ABM, lookalike, intent-based MQL, SQL, HQL, BANT, and double touch.

Focused on mid-market and enterprise technology businesses, LeadSwell works across all categories. LeadSwell has an excellent track record engaging all types of buyers, including all IT, marketing, sales, finance, operations, support, and HR job functions. LeadSwell's services are available around the globe.

LeadSwell Gives Clients the Levers to Control Campaigns

Clients have complete control over all aspects of LeadSwell campaigns and can set spend and quality parameters. LeadSwell wraps its processes around clients' workflows to ensure the seamless delivery of services.

Touchless Testing with LeadSwell

LeadSwell makes pilots fast, easy, and touchless. You give us the parameters, and we will take it from there.

1. You give us content, or we can make recommendations based on your existing inventory of assets.
2. We provide you with scripts and email previews for approval prior to launch.
3. You approve our previews.
4. We run the test campaign.
5. You get top-notch leads and renew.

LeadSwell Services

Leveraging clients' content or helping them create custom content, LeadSwell provides a range of services for lead-generation campaigns, including the following.

Content Syndication

LeadSwell creates lead-generation programs for every stage of the funnel to result in desired lead type. Clients always define the criteria. LeadSwell generates leads using email-only campaigns or ones that combine email and telemarketing. Assets range from white papers, ebooks, and infographics to listicles, articles, and videos.

Webinar Promotion

LeadSwell has an excellent track record of promoting registration for live and on demand events. Our formula for promoting webinars drives attendance for events by ensuring they are on targets' calendars and followed up with reminders to attend. And, rather than just sending leads, LeadSwell inputs webinar registrations into clients' registration forms so platforms like Citrix and On24 can nurture registrants into attending.

Account-Based Marketing (ABM)

With ABM, or target account list (TAL) programs, LeadSwell delivers leads solely at named accounts with the highest propensity to buy our client's service according to intent data. For clients without account lists, LeadSwell can build account lists leveraging intent data to identify the right people. In cases where account lists have been exhausted, LeadSwell can find lookalikes, which are accounts who look and behave like those on account list.

Intent and AI Leads

Leveraging intent and AI data from 3rd parties, LeadSwell focuses on clients' intent keywords or can help build a keyword list. Using this, LeadSwell identifies targets with a propensity clients' services by leveraging data from intent and behavioral databases as well as a variety of other publicly available sources, several of which leverage AI.