



121 LEADS PROVIDES THE ONLY COMPLETELY OUTSOURCED MECHANISM FOR FINANCIAL TECHNOLOGY COMPANIES TO ACHIEVE MAXIMUM RECOGNITION AND ACCELERATE SALES GROWTH.

Data

121 Leads has the world's largest segmented database of financial services professionals worldwide designed specifically for targeting by financial technology vendors. With over 70,000 leads and counting, we continually invest in expanding, enriching and cleaning the data.



Campaign Design

We deliver campaigns, not email shots with tailored messaging initially based on role and organisation type. After an initial response all subsequent prospect interactions are influenced by previous behaviour so each interaction becomes more and more personalised. The level of engagement from prospects is correspondingly much higher compared to sending an "email blast".

Tracking and Scoring

We use the most advanced software available to track and score every individual interaction between client and prospect. We analyse the 'digital body language' of each prospect to enable even greater targeting and understanding of the market place.

Qualification

The prospect pool is reviewed daily and the most promising prospects are called and qualified. The resulting opportunities are passed back to our clients. This tailored approach means conversion rates from call to qualified opportunity is exceedingly high.

Market Intelligence

Because there are metrics for every engagement, it is possible to quickly identify areas where market interest is higher and adjust corporate targeting as a result. This approach can therefore be used to test new markets or regions for interest.

