



# The Customer Introduction Experts

Delivering real-time, qualified customer leads for financial services companies, to increase growth in sales and ultimately profit.

We find, attract and introduce qualified leads that generate profitable growth.



“We build long term relationships. LeadSense are an extension of your team”

#### WHAT WE DO

LeadSense understands the importance of both consistency and quality. Further grounded with over 10 years' experience in supplying financial services companies.

Our platform, marketing expertise and partnerships allow us to introduce new customers to your business, searching for the service you provide.

## COMPANY HISTORY

LeadSense was set-up in 2018 by Kam Malik, the Managing Director.

*Having worked in the industry for a number of years, my purpose at LeadSense was to move beyond the term "lead generation"- a descriptor which is today overused and very often misused too. The obsession over "leads" has led to shortsighted practices with businesses and end-customers both dissatisfied.*

*There was, and still is a real lack of transparency and integrity in the industry, and in order to improve the way things were done, we recognised quickly that these are not just "leads", they are real customers with a genuine need. There exists a happy medium which can truly create a win-win scenario, helping end-customers get what they want, whilst helping businesses grow their customer*

*base and revenue. It's about putting the sense back into lead generation.*

*At LeadSense we seek to streamline and improve customer journeys, whilst focusing on providing a reliable, high-quality and sustainable service to clients. Both work in sync because customer leads that are better engaged are much more likely to convert. It's about introducing customers, this is what we want to do for you.*

*After experiencing success within the life insurance industry, the ambition now is to move into new markets. We understand both end-customers and our clients are looking for something unique that meets their needs and that is ultimately what we're looking to provide.*



## HOW WE DO IT

### Our 3-step journey



#### Attract

We define your target market and build advertising campaigns that drive relevant traffic.



#### Engage

Our messaging is designed to draw in customers and provide a complete customer experience.



#### Convert

We fill your CRM with real time leads. These customer introductions are primed ready for conversion.

## OUR PRODUCTS



#### Hot Key Transfer

Live Call Transfer  
High conversion rate  
Delivered to your CRM



#### Google Search

PPC - Pay Per Click  
Qualified, engaged leads  
Real time transfer  
Delivered to your CRM  
Trackable leads via click IDs

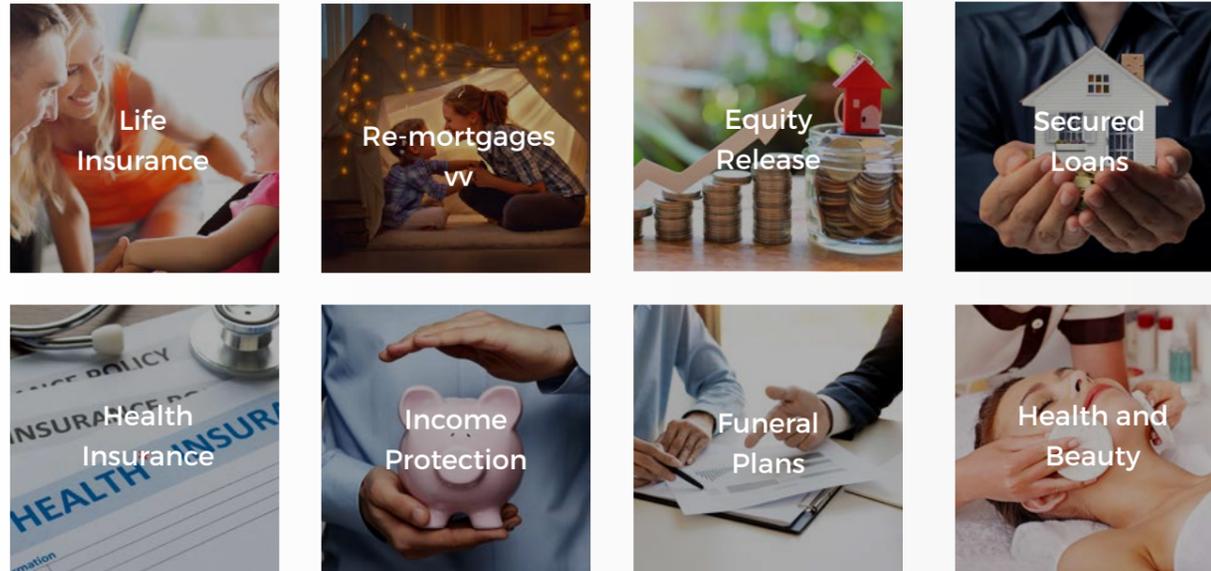


#### Social and Display

Non PPC  
Qualified, engaged leads  
Real time transfer  
Delivered to your CRM

Alongside this, we also don't blend leads, i.e., we don't send a mix of PPC Search, Social leads. This is to ensure we follow our ethical and transparent ethos.

## Current and Future Markets



According to figures from Ofcom, there has been a 10% decline in combined voice calls across mobile and fixed lines during a 10-year period\*

<https://www.callcentrehelper.com/contact-centres-a-thing-of-the-past-110636.htm>

### Our FREE gift to you!

It's a fact that everything is becoming more digitalised. Consumers want things fast, conveniently and from their mobile phones. In the world of Lead Generation, contact rates are declining and consumer trends suggest that this will only decline further. According to figures from Ofcom, there has been a 10% decline in combined voice calls across mobile and fixed lines during a 10-year period\*

### So what's the solution?

A digital end-to-end consumer journey where the customer is able to complete from query to solution in their own time. A unique element of this is Digital Re-engagement, which is where we come in and can be set up immediately at no additional cost to you. How it works is you buy leads from us and work on them for a period of time. After this period, you simply upload a list of leads that are classed 'no contact' and 'non-engaged' and we re-engage these customers for you for free! That's right, we do all of this for free and carry out re-engagement via phone and online. Best of all, these leads come with a fact find, so they are more qualified and waiting to convert.

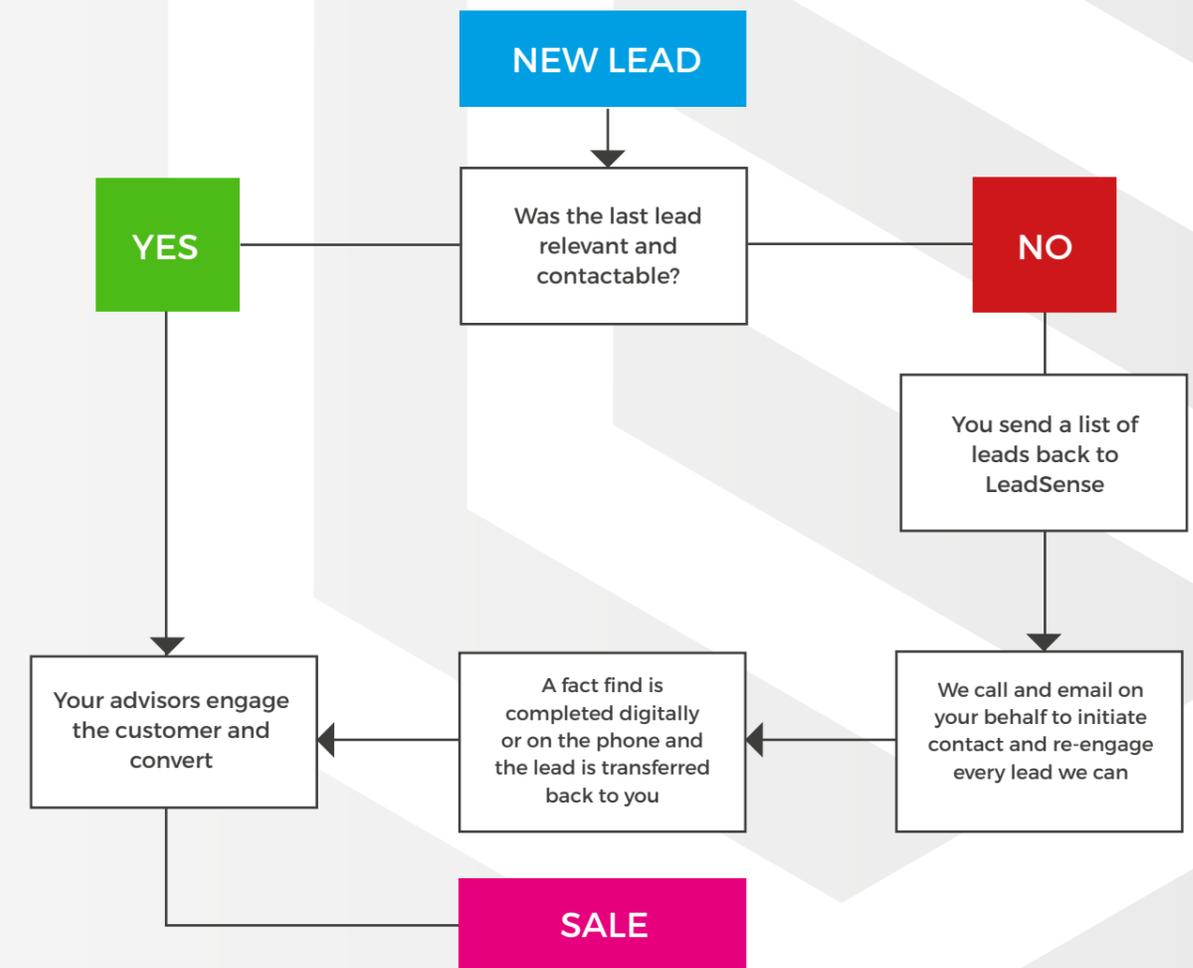
This is all included in the service and demonstrates our desire to work with you long term and deliver sustained success over a period of years.

## Re-engagement of Leads

At LeadSense, we offer an exclusive service to all of our customers that sets us apart from other Lead Generation businesses.

We re-engage any non-active leads that you have purchased from us, absolutely free!

That's right, if you have purchased leads from us that are no longer contactable or active, we will re-engage them for you at no cost to you. Once they are active again we will send them back across for you to convert into business.



This is a unique offering that can provide you with a revenue boost, at no additional cost.

Please get in touch to  
find out more about  
how we can help grow  
your business. We can  
be reached on  
01274 010101 or  
simply email us on  
[hello@leadsense.com](mailto:hello@leadsense.com)

