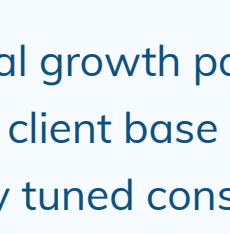


# The Customer Introduction Experts

## Introduction

Matching skilled human insight with reliable business intelligence. We turn potential into purchase with data-driven, qualified leads.



**Generate profit and business growth with a packed pipeline of quality sales-ready prospects.**

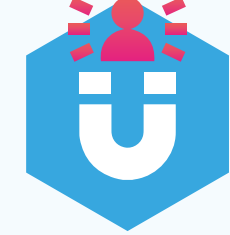
Extend your sales team with a beneficial growth partner who understands your industry. A partnership that targets your specific client base and grows with your business. Closely collaborating with your team using a finely tuned consultative, scalable and adaptable approach.

Attracting, connecting and introducing leads that generate profitable growth. Leadsense understands the importance of both consistency and quality. Partnerships are built on a sound understanding of your business aims and requirements. We use this knowledge to strategically execute engaging marketing campaigns that consistently generate primed prospects. Whilst undertaking vast data analysis to evaluate, model and optimise campaigns ensuring all prospects are reliable, real-time and of the utmost quality.



**Proudly FCA registered. Protecting and promoting legitimate competition in the interest of consumers whilst enhancing the integrity of financial services.**

This collaborative, ethical and transparent ethos delivers industry-wide profitable growth partnerships. Accomplishing mutual success through quality lead generation and conversion.



**Delivering 120,000+ financial services leads (YTD 2021)**

## Company History

Leadsense launched in 2018 to solve a problem. There was a distinct lack of transparency and integrity across the industry which led to short-sighted practices, leaving partners and end-customers dissatisfied. Having worked in the business for over a decade, Leadsense founder, Kam Malik knew things could and should be done differently. Leadsense was created to solve this issue. The aim was simple, put the sense back into lead generation.



**The reality is leads are not just leads. Leads are real customers with genuine needs. Actual people who require guidance and relevant, correctly delivered, information in order to connect and commit.**

Innovative user-behavior design coupled with data intelligence is used to create and evolve forward-thinking applicable journeys. These friendly, easy-to-use products resonate with target audiences guiding customers from enquiry to submission. A successful conversion formula that creates a win-win scenario for both customer and business.

In addition to enhanced lead generation processes, Leadsense nurtures growth partnerships with clients. Leadsense believes that we are "stronger as a team and in it for the long-term". This approach, working closely with businesses to grow a constructive effective collaboration, allows for ongoing beneficial relationships. Working as an extension of the client's team to fully understand goals and opportunities. An adaptive approach that evolves as businesses grow, delivering genuine success through collective, transparent execution.

The Leadsense team has high ambitions, constantly striving to understand the ever-changing nature of user engagement and the digital space in general. Championing open-minded agility to match current and future needs of end-customers and clients. It's this fearless desire to constantly improve and evolve that sets Leadsense apart from the competition.

## How It's Done

The 4 step "I" path to success

### Interpret

Comprehensively onboard partners to define objectives, structure best ways of working and characterise target audiences.

### Individualised

Formulate bespoke marketing campaigns and products that drive traffic, resonate, and appeal to defined market segments.

### Interest

Attract and engage with appealing conversion journeys. Guiding end-customers through to commitment with relevant information, emotive design and best in class user experience.

### Immediate

Real-time, qualified leads sent directly to CRM systems. Fast and proper customer introductions. Qualified for product and primed for conversion.

## Products



### Pay Per Click (PPC)

First-tier search engine advertising. Seamless SERP amplification. Trackable click IDs. Campaign and keyword planning and optimisation.

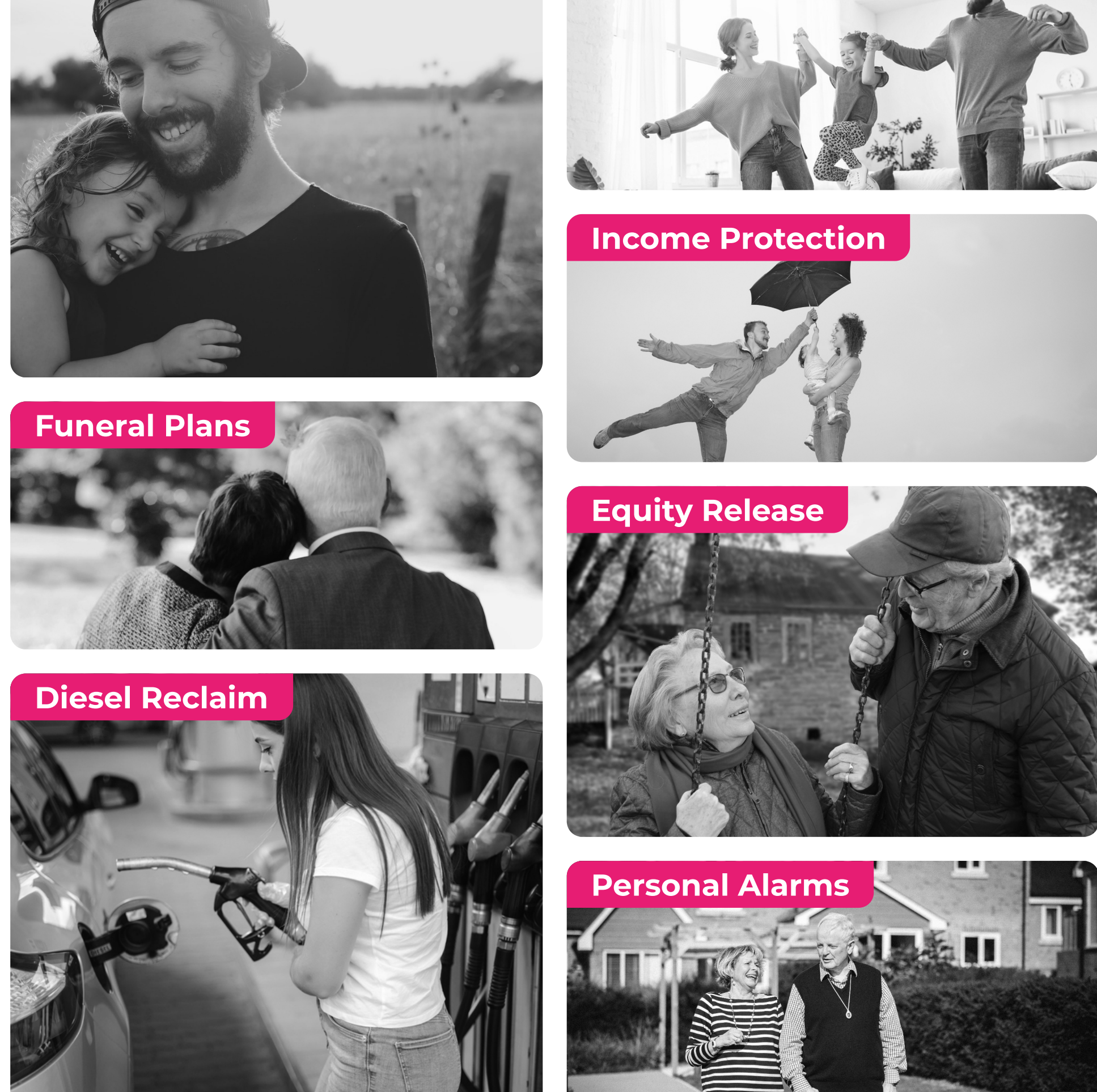


### Social and Display

Hyper-direct, multi-channel awareness and conversion drivers. A/B testing. Multi-format. Effective community relationship building.

Leads are never blended. Generating standalone product-specific prospects. Maintaining the Leadsense foundation of an ethical and transparent ethos.

## Current & Future Markets



## Meet the team



**Kam Malik**  
Managing Director & Founder



**Wendy Anderson**  
General Manager



**Matthew Drew**  
Senior Partnership Manager



**Eddie D'Souza**  
Partnership Manager



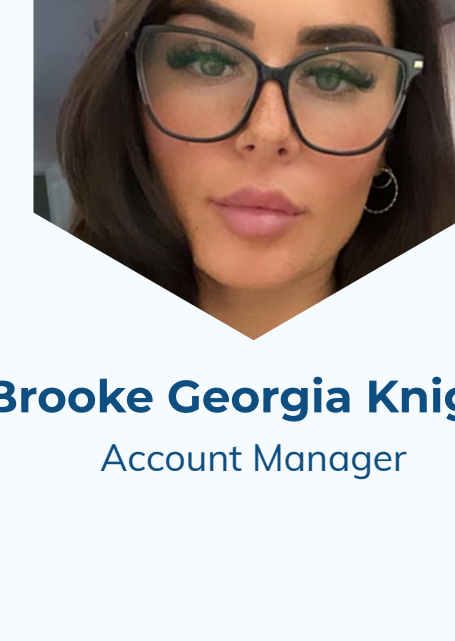
**Josh Haynes**  
PPC Manager



**Ankush Kamboj**  
Tech Manager



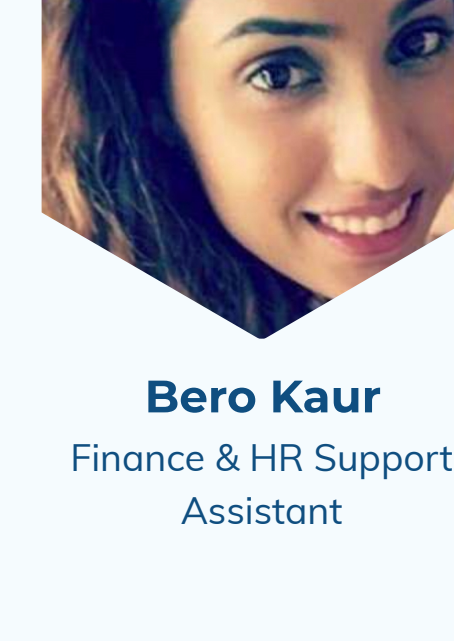
**Aman Kamboj**  
Front End Designer



**Brooke Georgia Knight**  
Account Manager



**Scott Peitsmeyer**  
Quality Manager & Data Analyst



**Bero Kaur**  
Finance & HR Support Assistant

**Improve business profits and growth. Start a trial today.**

Find out more and become a Leadsense growth partner.



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