How to Hit a Lead Gen Home Run
Leveraging the Predictive Power of Behavioral Data
Baseball. It’s America’s favorite pastime. The top clubhouses spend hundreds of millions of dollars every year hoping to field the most competitive, title-contending rosters. There was a time, though, when professional baseball scouts evaluated talent using little more than an eye test.

Today, it’s a game of facts and math. Thanks to a newfound emphasis on data, baseball executives have beefed up their analytics teams to collect and interpret vast datasets on player performance, and the results of these efforts have proven the predictive power of behavioral data beyond any doubt.

Unlike these executives, however, marketers continue scouting consumers using datasets that are incomplete and outdated.

But does that still hold true today?

It doesn’t have to. As a result of marketers gaining the ability to identify and take action on consumer behavioral data, buying low-intentioned leads is no longer the “cost of doing business” in lead generation. And, marketers who leverage these insights are finally hitting home runs—gaining efficiencies and getting back the precious time and money wasted on low-intentioned leads in the past.

Still, it can be tricky to pinpoint which data points you should be paying attention to. We’ve assembled some of the most impactful metrics available today, along with reasons for why they matter to you.
THE BEHAVIORAL DATA CHECKLIST:

Lead-Level Attributes
Whether it’s the amount of time a consumer spent on the lead form, or how many fields he or she interacted with, lead-level attributes help to indicate various measures of consumer intent. Additionally, these attributes help you detect fraudulent activity and identify when a consumer has—or has not—provided consent to be contacted through use of an auto-dialer.

Several data points can help you avoid buying leads that lack high intent, including:

Lead Duration
• What it is: How long the consumer spent filling out a lead form.

• Why it matters: Time-spent-on-form is a measure of consumer intent that is predictive of both a sales rep’s ability to get the consumer on the phone as well as to convert him or her.

If a consumer is serious about buying your product or service, he/she is more likely to spend the time necessary to complete the lead form adequately and accurately. Alternatively, less interested prospects will likely speed through the process, and if lead duration is exceptionally short, it may not even be a consumer at all!

TCPA Compliance
• What it is: Validates whether the TCPA disclosure language you approve is presented to the consumer and whether the consumer consented to be contacted.

• Why it matters: The Telephone Consumer Protection Act regulates how marketers can contact consumers. The FCC cites that they received over 215,000 consumer complaints in 2014 alone; that’s almost 25 per hour. Violations of this act can penalize companies with as much as $1500 per unsolicited call, which can add up to multi-million dollar class action settlements and unquantifiable damage to the brand. Now more than ever, advertisers need to ensure that their operations are TCPA compliant.

TCPA case filings have increased 948% between 2010 and 2015
Network Intelligence
Every marketer—regardless of industry or company—shares the same goal: to acquire new customers as efficiently as possible. Tapping into the predictive power of consumer behavior helps you achieve exactly that, but consumers demonstrate intent in more places than just your website.

Indeed, the digital footprint that consumers leave behind in regards to their needs, wants, and preferences take place across all of the Web—your website and everyone else’s. With access to broad network intelligence, marketers can now access powerful indications of intent including:

Consumer Velocity
• What it is: Indicates whether you’ve seen this consumer’s information in a previous lead event.

• Why it matters: Pinpointing when a consumer returns to market is yet another intent signal that can be a powerful advantage;

Knowing this information allows you to re-market more effectively and identify which leads are worth spending more time to work.

Lead Journey
• What it is: Enables you to track the path of a lead from the time it was created until it was presented to them. How many parties touched the lead before it got to you? How many times did it change hands?

• Why it matters: The order in which companies receive a lead influence their ability to convert it. For example, if you’re the third company to receive a lead, the consumer in question has already been exposed to—and likely engaged with—two of your competitors.

Having the complete, 360-degree view of the consumer that network intelligence provides makes it much easier for marketers to make smarter decisions around how to value each consumer lead properly.
The variety of metrics shown above are giving marketers that competitive advantage by helping them identify high-intentioned leads prior to purchase, enabling them to make decisions that optimize their lead flows in real time. And it’s not just about buying more or fewer leads, but also changing how they’re treated. That means placing bids for leads based off of what you know they’re really worth, as well as routing leads more strategically once you’ve purchased them.

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It wasn’t until the 1990s when Bill James’ sabermetric principles were first applied by a major league team. Today though, not a single team fails to make use of advanced data metrics to find a competitive edge and form a contending roster. And today, like Major League Baseball teams, marketers can and should use data to predict which leads are most likely to result in new policies. Finally, marketers can leverage the data needed to protect themselves from buying and following up on leads that lack serious intent. And while there are many ways to take action on an online lead, with these metrics in the fold, you can do so with greater efficiency and intelligence than ever before. You might even win MVP.

**CONNECTING THE DOTS**

Consumers with high intent scores result in quotes at four times the rate of low intent consumers

Source: Jornaya data analysis of more than 450,000 conversions from the insurance industry between November of 2015 and January of 2016
About Jornaya

Jornaya is the consumer journey insight platform that provides marketers, data analysts, and compliance professionals with the highest-resolution view of the consumer buying journey. It is the only technology platform that witnesses both first- and third-party consumer interactions in real time and across devices. Meeting consumers at these moments of intent enables businesses to shorten the distance between data, decision, and action. Jornaya seamlessly integrates with any buyer journey decisioning process or toolkit.

Get started at jornaya.com

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