

WORLD CLASS LEAD MANAGEMENT SOFTWARE

Empowering advertisers, agencies &
data owners to collect, validate & distribute
leads in **real-time across multiple channels.**

LEAD*byte*[®]

www.leadbyte.co.uk

WHAT WE DO, WHO WE SERVE

LeadByte is a world class Lead Management System operating in the B2C lead generation space with clients across various verticals to include O2, Capita Group, Optimise Media and more. Our technology empowers and connects advertisers and publishers with internet leads (real ones!).

At it's core, LeadByte is a Lead Trading & Auto-Responder platform used by Lead Buyers and Lead Sellers to centralise and optimise the way leads are captured, validated, distributed and nurtured. LeadByte enables clients to consolidate all leads from multiple publishers, channels and across all GEO's into one single system.



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CORE SERVICES



Lead Capture

Receive leads from multiple publishers in real-time via our API, LeadByte forms, Facebook or by importing CSV files. Many of our clients that operate their own landing pages integrate form registration directly into LeadByte. We are also the lead management platform of choice for many of our clients in the co-registration market.



Real-Time Validation

There really is no excuse for receiving duplicates, dead, invalid or incorrectly formatted leads. With LeadByte you can authorise incoming leads by setting up highly customisable rules and validation services. LeadByte eliminates invalid and nonsensical leads generated online from publishers ensuring highest possible quality. The result of which saves time, money and builds confidence in the quality of leads.

- Enable validation services
- REST API access for live on form validation
- Real-time results (no cache)
- Custom filtering and rule setting
- Uniform / standardise all inbound data



Distribute

LeadByte enables you to fully automate the routine of lead distribution to your clients via API or export schedules, all of which can be based on custom rules. At any given time of the day, we support over 2,500 export schedules and over 8,000 API deliveries to other 3rd party systems.

- Connect to CRM, ESP's, Diallers etc for real-time delivery
- Automate delivery of files via Email or FTP
- Weekly, monthly, daily advanced scheduling
- PingTree tech to maximise return on your leads
- "New lead" alerts via SMS
- File security assured with encryption capabilities

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CORE SERVICES



Nurture

Globally, we send millions of emails and SMS monthly for our clients. Our autoresponder technology could be a standalone platform in its own right (it's that awesome!). Whether you need to squeeze more profit out of every lead or connect to your prospects as soon as you acquire them, LeadByte is the platform for you. Furthermore, you have the ability to send out bulk communications, ideal for driving traffic to a page or pushing a promotion.

- Single or bulk SMS and email distribution
- Customisable rules and segmentation for in depth targeting
- Advanced scheduling and retargeting
- Track opens, clicks and conversions on both Email and SMS
- Category grouping for specific targeting
- Trigger based responders
- External ESP integration
- Opt-out management



Report

Use insightful real-time reports to identify your most profitable lead sources at any given time. See which suppliers are performing and monitor the performance of lead nurturing and conversions. Reporting data is available via the REST API. Example reporting to include:

- Campaign, Supplier and Buyer activity reporting
- SMS and email Performance tracking
- Supplier lead quality reporting
- Custom campaign notifications & alerts



Account Management

At LeadByte we are known for the high level of support we provide to our clients, always aiming to go above and beyond the call of duty. Our Account Management and support has enabled our clients to grow and optimise their businesses.

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KEY FEATURES

Landing Pages

You don't need any programming skills to create and optimize your own custom landing pages to convert traffic from your digital campaigns into customers. Our service provides you with templates, drop down menus, and tools to customize your own landing pages. Click, copy and paste your way to perfection.

Verify

Bulk List Validation - Do you hold lists of age old data? Or need to clean lists prior contacting or sending to a buyer? Verify will allow you to upload a list of data and cross check against our validation services.

Autoresponders

Create Email and SMS message with highly targeted rules to turn leads into sales. Alternatively send transactional messages such as call reminders, appointments and purchase confirmations.

Bulk SMS & Email

Send out bulk sms/email communications within minutes using our bulk scheduling tools. Personalise your messages to strategically engage customers and retarget using our click-through reports. Target clickers, non-clickers, age groups, sex and much more.

PingTree

This technology enables you to create your very own marketplace of buyers to maximise ROI by posting to the most profitable buyer. If the first buyer rejected the lead it will be sent to next buyer without you lifting a finger.

Import & Export

Import leads to better organise your routine file handling process and in turn export leads to clients or external CRM's. We know your buyers have different requirement which is why we provide you with in depth rule customisation to match buyers needs on export.

Automated Export Schedules

Automate your lead delivery by setting up customizable schedules. Add rules based on customer requirement prior sending.

Facebook Leads

Connect your Lead Ads campaigns directly to your LeadByte account via the API in real-time. Facebook is becoming more and more effect for business to gain more leads with the targeting capabilities they provide. Linking your account allows you to capture, validate and sell or nurture the lead in real-time.

Custom Rules & Filters

Create rules and filters based on campaigns, buyers, suppliers and responders.

Notifications

Within LeadByte you can create notifications based on actions happening or not, such as "no leads sold to buyer 1 in 24 hours". If a buyer's system goes down these type of notification can be extremely important.

THE FACTS

Lead Validation

Lead Validation is a crucial part of the internet marketing campaign and yet something very few companies do – or even realize needs to be done. Lead Validation is the process of reviewing all website form inquiries, separating true online sales leads from non-sales leads. Non-sales leads include things like spam and fake phone numbers and email addresses.

Lead Gen Industry

Generating a steady supply of new leads and building your pipeline is a critical part of developing a profitable business. However, it can be a challenging process.

The priority for 77% of marketing influencers is to improve the quality of leads as it significantly impacts a business's ability to acquire new customers. (Source - Ascend2 Aug, 2016)

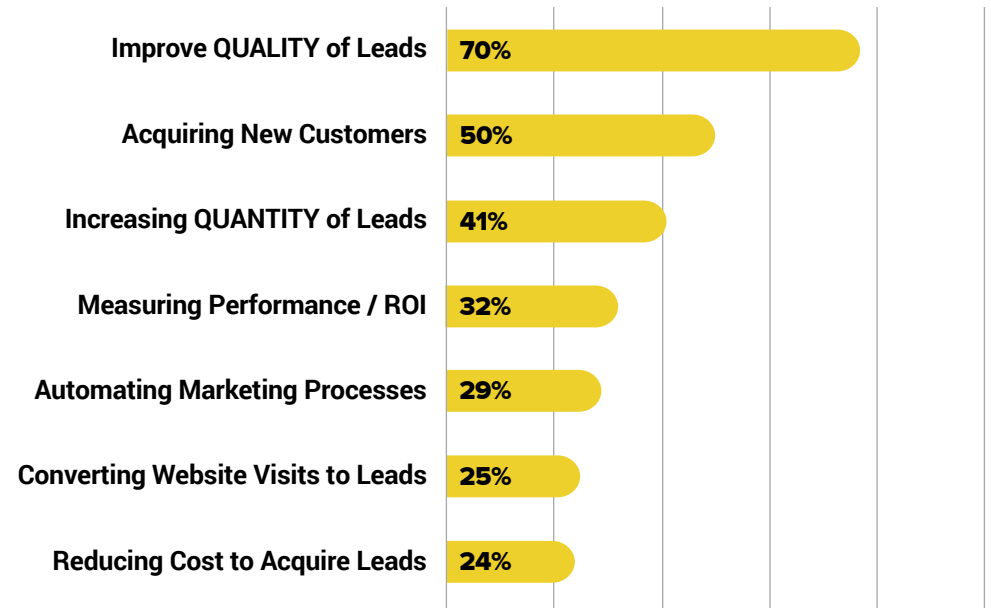
Challenges of Validation

Based on extensive data, an extremely high percentage of inquiries – roughly 50 percent – are something other than actual sales leads. Without a validation process, clients will easily fall into two serious traps:

First, they will overestimate the results of their campaigns, possibly by as much as 50 percent. This will lead them to invest in campaigns judged to be contributing ROI – campaigns that are in reality generating minimal returns or even losses.

Second, they will not be able to accurately determine which campaign elements are generating sales leads, as opposed to inquiries. This means campaigns will improve more slowly, or campaign changes judged to optimize lead generation will instead have a neutral or negative

What are the MOST IMPORTANT GOALS of a Lead Generation Strategy?



Ascend2
RESEARCH-LEADER MARKETING

State of Lead Generation Survey, Ascend2 and Reserach Partners, August

LEADbyte®

THE FACTS

Why Lead Validation is crucial for conversion rates - SMS

Coca-Cola has been known to spend about 70% of their mobile budget on SMS messaging marketing. Why? Over 95% of text messages are read within three minutes after being received. There is no junk filtering.

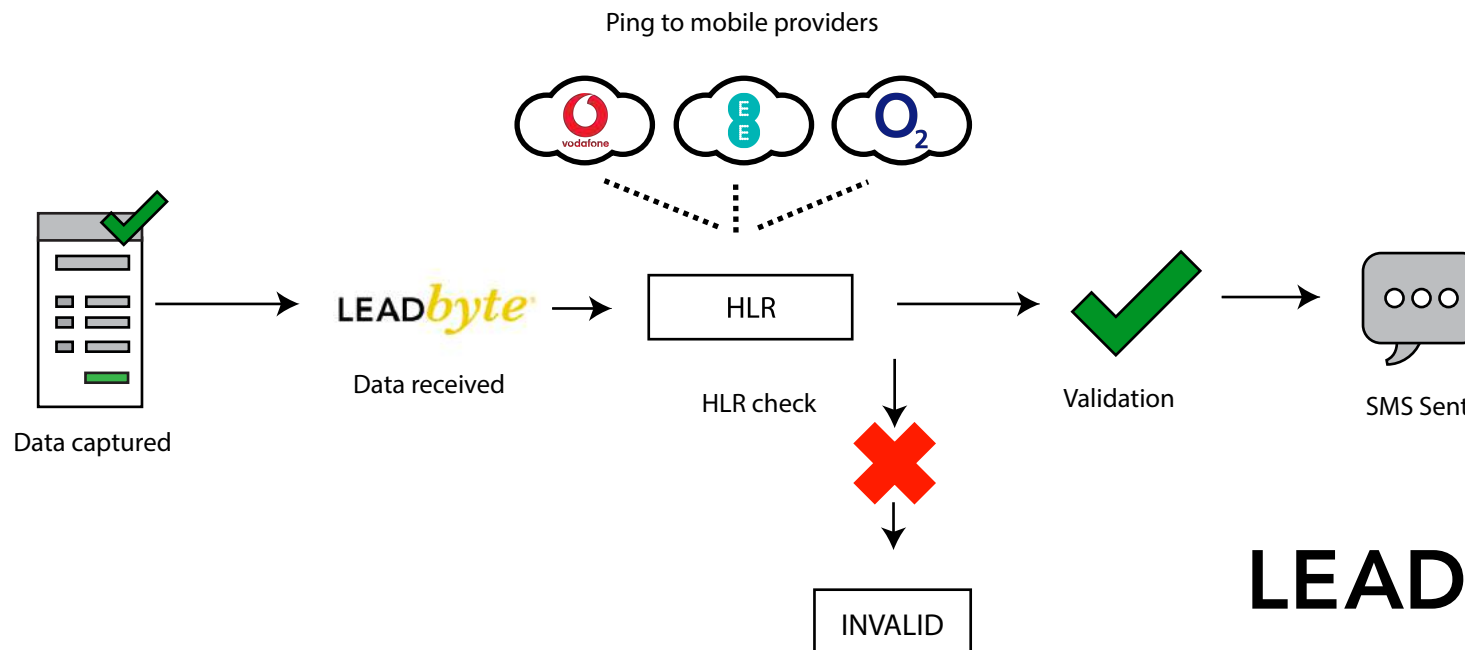
(Source - B&T MAG 2017)

Additionally the use of SMS as a communication channel has increased drastically over the years not just because of the declining cost but also because of the willingness of consumers to opt in for SMS communications.

(Source - ETRetail.com 2017)

Leadbyte Solution

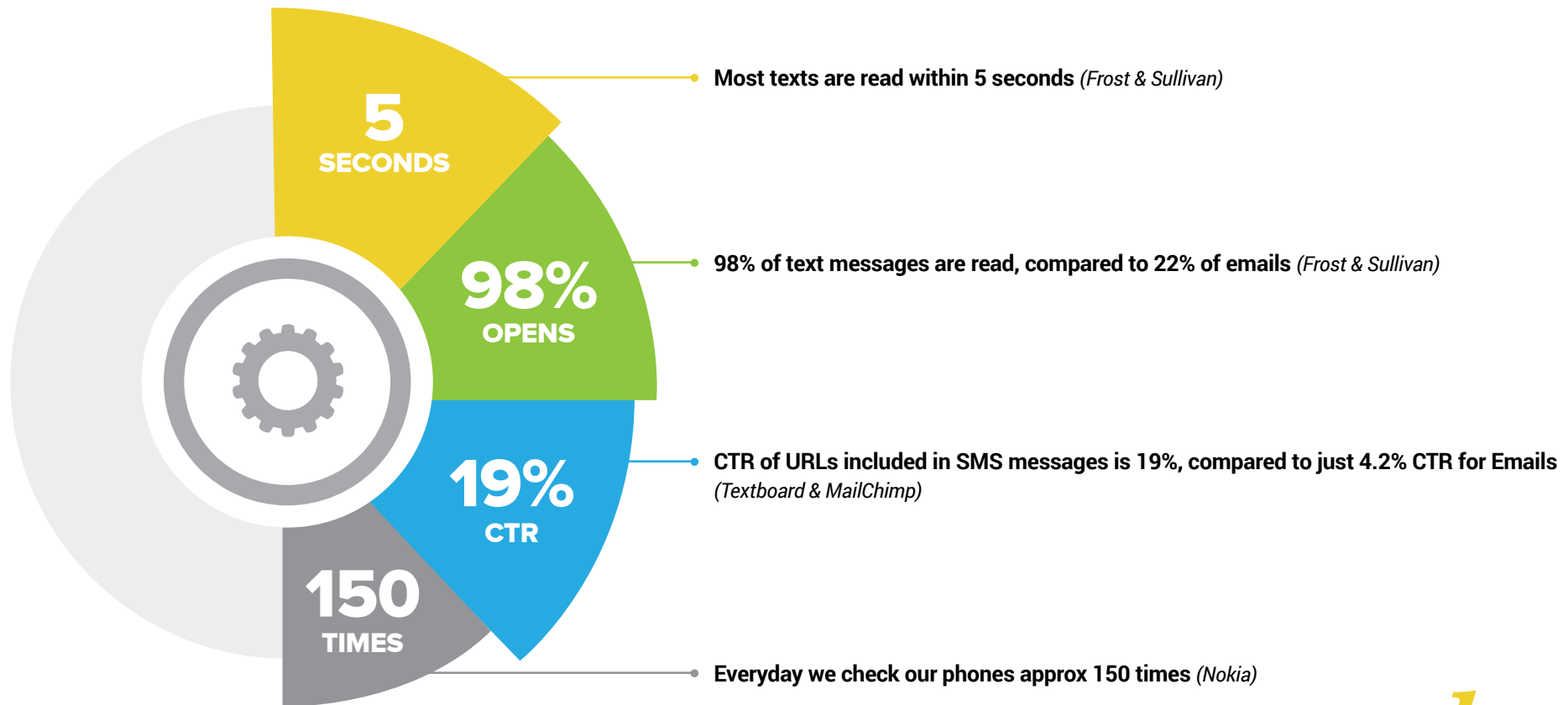
Here at at LeadByte we eliminate SMS waste in milliseconds through the use of HLR services. This makes sure your inbound leads are real and inuse.



ON SMS

Making SMS campaigns successful is not a walk in the park but with the right platform, it really can work. With LeadByte you can access wholesale prices, track clickers through the use of your own branded domains and work with the knowledge that your opt-out management is taken care of.

Here are just some quick stats to remind you about the power of SMS.



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VALIDATION

We provide a range of different validation services which help clean your data. There is a lot of “fake” or “invalid” data in the market so keeping your lists up to date is a must. We have listed all of the available services below and reasons why every business should be utilising them.

Mobile (HLR)

Checks the number given is live on the network by sending a request to the network for the status. This information is provided by the networks in milliseconds.

Why?... Checking the status of a mobile number ensures validity and connectivity. We have reduced upto 40% waste for our customers due to incorrect details entered on forms or provided by suppliers. No more dead data!

Email

Quickly verify your email data to gain insight into the quality and deliverability for each contact.

Why?... Same applies to email validation as mobile. We provide you with the status of the email address so you can make a decision to accept or reject. We very regularly see “Accept all” or “Temp” email addresses which are not in our eyes a qualified lead. Activating this services as well as HLR will save you money on calls, email and sms sends.

Telephone Preference Service (TPS - UK only)

This service is a central opt out register which the public can register to opt-out of unsolicited sales or marketing calls. LeadByte holds this list (and updates it daily) which you can cross check your lists against to ensure you are not breaking the law by contacting people you should not be.

Why?... Contacting numbers on this register for unsolicited sales or marketing calls is against the law and carries a fine. The benefit of using this service speaks for itself.

Do Not Call Register (DNCR Australia)

Same as TPS but applies to the Australian market only. The Australian public register to a central DNC database so they do not receive unsolicited sales or marketing calls. We connect to this service in real-time.

Why?... Again this comes with a fine if this law is broken. Stay protected by cross checking your leads against this register.

IP Validation

Validates the IP address of online customers. IP addresses can reveal the general location of users. If you are running campaigns in various GEO's you can enable this service to ensure that the opt-in IP address is local to the market.

Why?... Using IP Validation when collecting data confirms the lead applying for the given promotion or service is in the target area. For example, if you use an Internet service provider (ISP) in Chester, England, your IP address will indicate that you are in the Chester area.

This information is transmitted to websites as you use the Internet.

Postcode Address File (PAF - UK only)

Provides you with the latest, most accurate UK address data at your disposal.

Why?... This would be ideal if you want to check you current database or any new leads.

This will save you time and money by confirming the address of a customer or prospect.

Data Deduplication

Importing data or posting leads in real-time, LeadByte can ensure no duplicate records are accepted. If found they will be removed automatically.

You can also dedupe across multiple list.

Why?... No one want the hassle of customers complaining because your company has called/emailed or sent an SMS 5 times as you did not dedupe prior making contact. Not to mention the damage it can bring to your brand and the loss of valuable subscribers opting out.

Custom Filters & Lists

We provide the ability to create your own filters and lists such as "Trending Names" and "Profanity Words". Use your own or use our pre-created library.

Why?... You may only want to target females, between 18 & 29, located in a given postcode area plus cross check against a profanity filter. All achievable with ease via our platform.

HOW DOES LEADBYTE WORK



THE COST OF NOT USING A LEAD MANAGEMENT SYSTEM

We wanted to point out the value of using a lead management system (LeadByte), or not using one. On most occasions you will see LeadByte as a cost saving service rather than an expense. Read on to find out why...

Higher SMS & Email Costs

If you're not validating data prior sending you may be wasting a good amount of money due to dead or invalid data. We analysed a client's campaign and found 1780 leads were rejected, out of 70,000, by our validation services over a period of 4 weeks. If you remarket to this data each month this could cost you as much as £105 a month £1260 a year. It pays to validate your leads.

Fines or Legal Action

It is illegal to call anyone listed of the TPS register (<http://www.tpsonline.org.uk>) or DNCR (<https://www.donotcall.gov.au/>) which can lead to heavy fines or legal action taken by the person affected. Running your data through our TPS & DNCR service ensures you are not affected.

Decreased Data Quality & Reputation

Trying to manage leads on a spreadsheet isn't only a tedious, long process it is also open to human error which can agitate clients and affect profits. Using LeadByte will save you time, increase your data quality and in turn, increase your reputation in the market.

Slow Growth

Not using a lead management system kills your growth, there is only so many campaigns you can manage from a spreadsheet. Using LeadByte enables you to scale with ease which lets you get on with the important stuff like locating more business.

GDPR

May 2018 is an important date in the calendar for anyone that operates in the lead generation market. We provide a platform that enables you to manage your leads in confidence and ensure that you have all the tools and support to stay compliant.

INTEGRATED PARTNERS



OUR PACKAGES

SOHO	PRO	ELITE
£299 p/m	£499 p/m	£999 p/m
10K FREE EMAILS	10K FREE EMAILS	UNLIMITED
50% off your first 3 months on this plan! Plus Double SMS offer on first purchase.	50% off your first month on this plan. Plus Double SMS offer on first purchase.	50% off your first month on this plan. Plus Double SMS offer on first purchase.

BEST
VALUE

For the full pricing & packages features list
visit www.leadbyte.co.uk/packages-pricing

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OUR CLIENTS

Optimise

“Our partnership with LeadByte has really allowed us to add significant value to our clients in the effective delivery of online lead generation. LeadByte’s service is every bit as good as their technology and they are a pleasure to work with.”

Chris B, Director



“LeadByte has truly streamlined our co-registration process. Enabling us to scale with great efficiency and ultimately take on more campaigns and deliver stronger results for our clients. LeadByte’s technical expertise and continual dedication to ongoing system advancements has made them a strategic asset to our company and one we value immensely.”

Andrew K, Director



“Absolutely Brilliant Software! Our data is organised, lead flow automated and our follow up responders to potential customers works like a dream.”

Wilhelm, Traffic Manager

Kobi

“We started using LeadByte because of their reliable high quality worldwide phone validation services. The LeadByte team provide excellent personable support, truly understanding your business and providing valuable information even beyond the services they offer you. They know how to deliver a lot of added value to your business.”

Roeland S, Director

OUR OTHER TRUSTED PARTNERS INCLUDE:



FREQUENTLY ASKED QUESTIONS...

Can LeadByte provide me with data?

LeadByte do not own, buy or sell data. However we do have a marketplace where we introduce our clients to data suppliers or buyers using our service.

Are validation services included in the licence fee?

No. The license fee covers the cost of the software, so validation comes at an additional cost. Due to the huge amount of data being processed on a daily basis we can provide some of the best prices on the market.

Am I tied into a contract?

No, we provide you with a monthly rolling contract. So if you find LeadByte isn't right for your business you are free to leave when needed without any hefty charges.

Is my data secure?

Yes! We are hosted with AWS (Amazon), which is ISO27001 certified. We have implemented various security measures to lock down account access to include 2FA.



GET IN TOUCH WITH US...



leadbyte.co.uk



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facebook.com/leadbytehq



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