



## The True Cost of the \$50 Lead: When does \$50 Cost \$10,000?

With shrinking headcount and marketing budgets, B2B marketers are more cost conscious than ever. The temptation of selecting the cheapest bidder often leads marketers to re-learn the old adage; you get what you pay for.

Over the course of two years, Direct Marketing Partners (DMP) analyzed our client's sales leads from every major demand generation channel. The results proved that cheaper isn't always better.

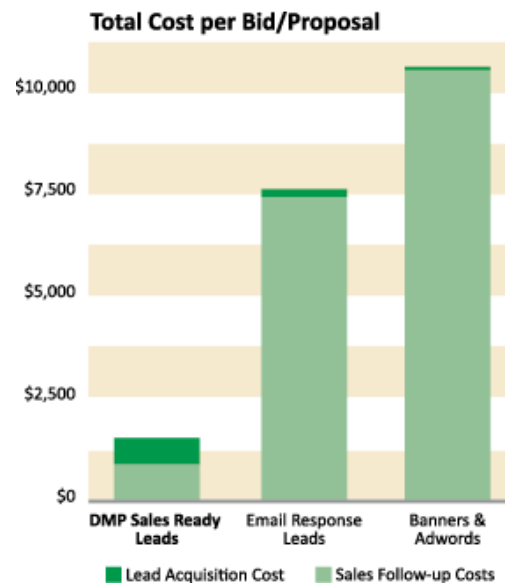
### CLIENT CASE STUDY:

#### Multi-Channel Lead Generation Cost Benefit Analysis

This Direct Marketing Partners client, a leading provider of enterprise SaaS security solutions, had leads coming in from every imaginable source: trade shows, website inquiries, banner ads, Adwords campaigns, email broadcasts, webinars and telemarketing. Over the course of two years, DMP evaluated the conversion rates from initial lead to qualified opportunity, and qualified opportunity to closed sale.

The results were startling. *The "cheapest" leads turned out to be the most expensive*, as they came in by the hundreds and required extensive filtering and follow-up by the client's inside & outside sales teams.

More qualified leads cost more initially, but converted to sales faster and at a higher rate, thus having a lower TCO and providing far superior ROI.



**How much can you save with Direct Marketing Partners sales-ready lead generation?  
Call 800-909-2626 x4 or email [info@dirmkt.com](mailto:info@dirmkt.com) to find out today!**