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How To Succeed At Consent-Based Marketing

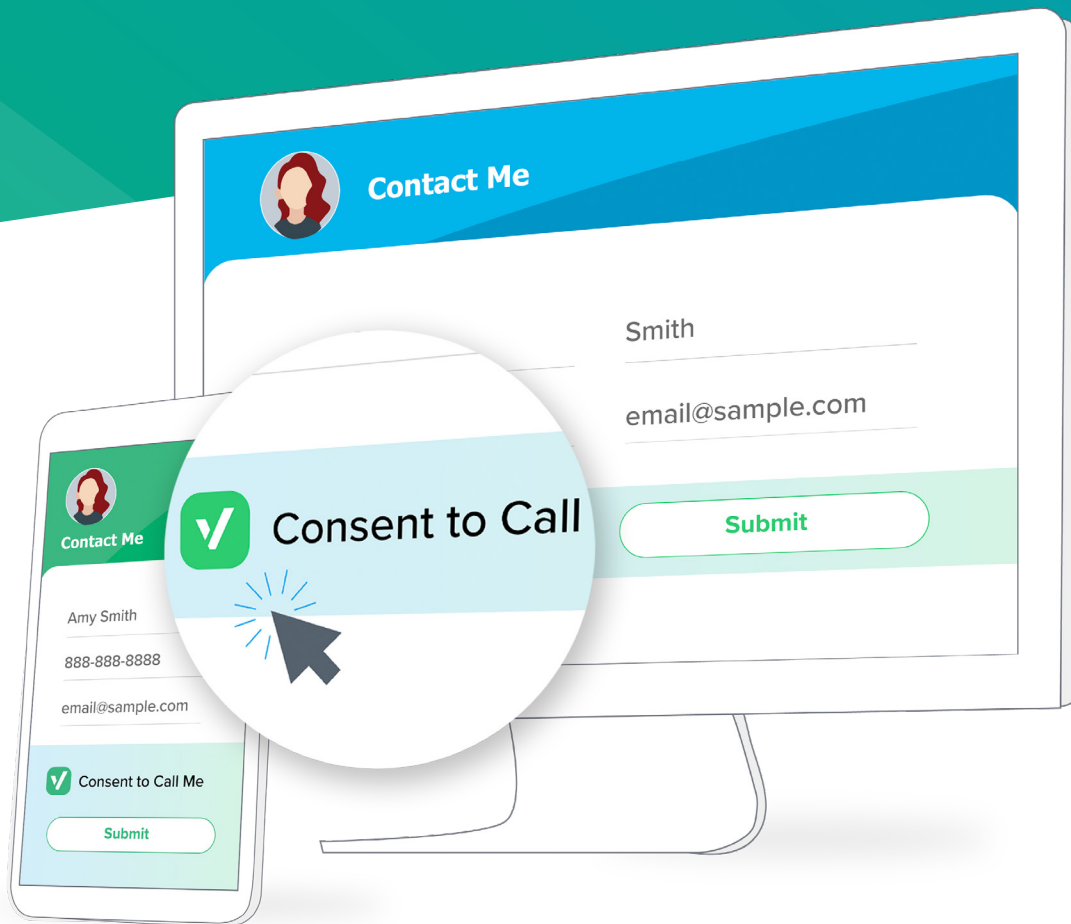




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What is consent-based marketing?

con·sent·based·mar·ket·ing (CBM) *noun*

The practice of only contacting consumers that have given their prior express written consent to be contacted.

Consumers are frustrated. They are tired of receiving unsolicited phone calls and emails pushing unwanted products and services. They want control over who they give their information to and who contacts them.

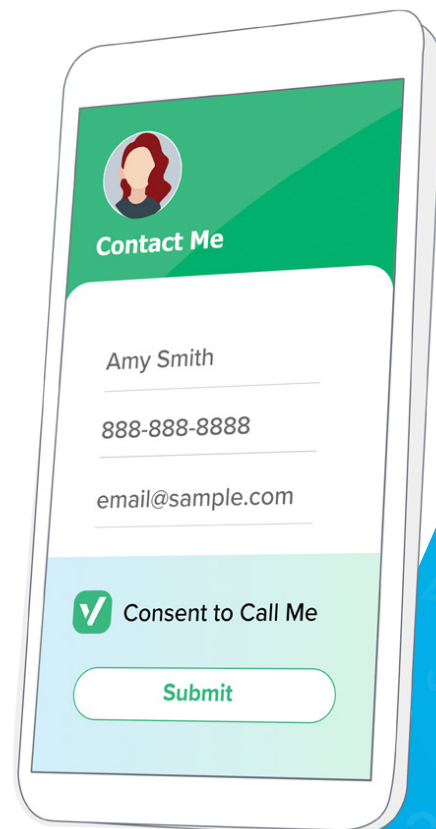
Marketers are equally frustrated. They are tired of wasting their marketing dollars trying different channels to acquire new customers. They spend their marketing dollars trying to get in front of the right audience and their sales efforts calling leads that aren't interested or may not even be qualified. In addition, they have to worry about complying with legal regulations governing contacting consumers - especially the Telephone Consumer Protection Act (TCPA).

Consent-based marketing is a better approach to customer acquisition. It is the practice of only reaching out to prospects that have given their prior express, written consent to be contacted. But where do you find these "active" prospects that have given their consent to be contacted? Most marketers struggle trying to drive sufficient engagement on their own websites to meet their needs.

Fortunately, there is a vast network of specialized marketing partners that will generate active prospects on a performance basis. Many of these partners will allow you to define your ideal customer profile (ICP) and only pay for

the prospects that fit your criteria. While that is obviously an attractive proposition, there are still plenty of challenges.

In this whitepaper, we'll explore the three areas every marketer should focus on to turn consent-based marketing into their safest, most cost-effective, and most scalable channel for acquiring customers. By the end of your read, you'll have a strong grasp on the strategies you'll need to make consent-based marketing your best channel for customer acquisition.



Building the Foundation for Scale

Every marketer should ensure they first start with a foundation to ensure they can acquire customers **safely and cost-effectively**.

Due to concerns such as legal, fraud, and brand protection, many marketers tend to stick to marketing through their owned & operated website. While this gives them total control over their marketing, it also limits their ability to capitalize on the potential scale that can be grown from partnerships. Effective CBM addresses these concerns while also driving efficiency and scalability.



“Trust, but verify.”

Implement controls to...



maintain **safe partnerships**

There are many risks with working with partners. Without the proper safeguards in place, marketers who shy away from third-party partners have some valid concerns. You have less control over a customer’s experience with a third-party website because it gets harder to know where exactly your message & branding is being shared. It can also be difficult to ensure someone has both given consent to be contacted, AND prove that consent was given in order to comply with regulations like the Telephone Consumer Protection Act (TCPA). Finally, it isn’t always possible to know whether the consumer was even in market for your product or service, which could mean wasted spend on unqualified prospects.

Luckily, new technologies are helping to give marketers peace of mind about their partnerships. Now, marketers have the tools to verify and document exactly when and where a consumer requested information, prove they opted in to receive communications, and even identify and reject any consumers that aren’t qualified to make it into their funnel. With the advent of independent lead certification and lead acquisition platforms, you no longer need to worry about safety when working with outside marketing partners.



**Verify Lead
Generation Events**



**Prove Opt-Ins with
Video Replay**



**Identify & Reject
Unqualified Leads**

Long story, short:

Using technology to run quality and compliance checks on your customer acquisition channels can finally give you peace of mind to start mitigating the potential downsides of working with third-party partners, so that you can safely benefit from the many upsides.

Leverage real-time process flows to...



acquire customers cost-efficiently

Once you have the foundation to ensure you can acquire customers safely, it's then time to ensure you're acquiring customers at optimal acquisition costs by paying the right price for the right leads, while avoiding the added cost of paying for leads you don't want. Unfortunately, there are several challenges that can negatively impact acquisition costs if you don't have the proper tools in place.

For starters, it's often difficult to identify if you're able to properly contact a purchased lead - a big problem, considering you can't exactly sell to someone you can't contact! It's also hard to tell if a lead is an existing customer or duplicate lead. For larger organizations with different language requirements for consent, it can be difficult to prove the consumer used the required language when opting in.

Possibly one of the most difficult challenges of buying leads in a cost-effective manner is in the uncertainty of knowing whether or not they're in your ideal customer profile (ICP). Even if they are interested and you can contact them - are they actually the right fit to become your customer?

Luckily, it is possible to evaluate leads in real-time to identify the best prospects and block the ones that don't meet your criteria.

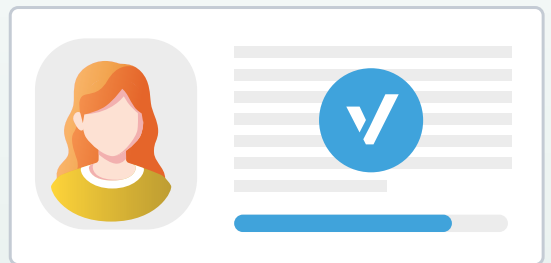
The *most critical insights* necessary to getting a full view of a lead's potential to convert fall into three main buckets:

1. Lead Relationship Insights: Is this a current customer? Is this a lead you purchase five minutes ago, or five days ago? Is this someone who previously asked you never to call them again?

2. Consumer Profile Insights: Does this consumer match your ICP? Can you contact them? Are they real or fraudulent? Are they the right fit to be your customer?

3. Lead Event Insights: Did the consumer provide consent to be contacted? Was this lead filled out recently, or is the customer

Reduce wasted spend
by only paying for the leads that meet your criteria:



Lead Relationships



Current customer



Duplicate



Do Not Contact

Consumer Profile Data



ICP Match



Contact Validation



Data Append

Lead Events



Consent to be Contacted



Timestamp



Not Incentivized

no longer in the market or already contacted by one of your competitors? Are they coming from a site that tends to convert well, or a site advertising free iPads? Are you paying the right price for this lead based on the event?

For example, you can use real-time bidding platforms to make sure you're paying the right price for each customer based on their likelihood to convert. CBM technologies can also offer you the ability to glean insights about each lead in real time, and let you take action on those insights to ensure you're focusing your marketing dollars only on the consumers who are most likely to become your **best** customers.

Insights Drive Real-Time Decisions for Cost-Efficient Acquisition

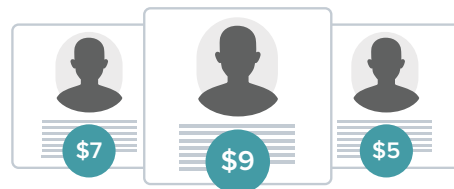
By leveraging all the the accurate consumer insights properly, you can shine a brighter light on the likeliness of a given lead turning into a new customer. Even so, it's not enough just to have these new lead insights; new actions must also be taken if you want to gain the full advantage of your new analytics.

The most successful marketers are able to make decisions based on accurate consumer insights.

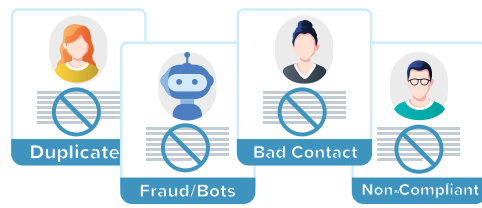
As you continue on your mission to improve cost-effectiveness, the ultimate customer acquisition success will come from the consistency of layering on additional insights and further improving your ability to take action on those insights.

Append insights to make data-driven decisions:

Real-Time Bidding



Real-Time Rejection



Long story, short:

When using a platform that filters each of these crucial data points, you can avoid wasting money on leads that have almost no shot at converting, while paying the right price for the leads you do choose to accept. In the end, you'll achieve new cost-effectiveness and hit cost per sale targets by focusing your marketing dollars on the consumers most likely to become your best customers.

Leverage partners to...



optimize leads & scale acquisition

Once you have a platform in place that allows you to ensure you're running safe and cost-effective marketing programs, it's time to think about scaling up.

Without efficient processes in place, scaling efforts can be difficult to accomplish. Many marketers find themselves starting conversations with prospects they're not quite sure are interested in their products or services, or by going for quantity over quality of leads, with whom they receive a smaller ROI.

Enter consent-based marketing done right. With CBM done properly, you know every dollar you spend will go towards conversations or communication with consumers who are actively interested in your product, allowing you to quickly create dialogue via phone or email.

To get the full benefit of scaling with consent-based marketing, you'll need a platform that can connect you to new lead providers and bring control into your hands - without having to rely on internal IT or development resources. On your own, it can take a long time to integrate with new partners. That's why we recommend using a platform that allows you to easily integrate with new partners, certify, append the necessary insights, and make decisions in real-time.



Long story, short:

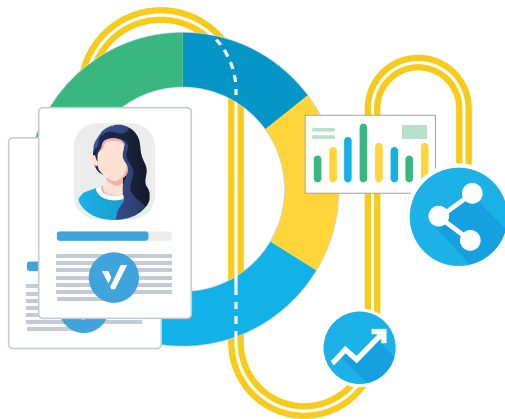
To scale your business, it's necessary to work with partners and use technology to accept and reject leads in real time based on their qualifying information. Only then will you be empowered to widely ramp up your customer acquisition efforts in a safe and cost-effective way.

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Powering Consent-Based Marketing

Now that you understand the strategies and processes to succeed at consent-based marketing, you can take steps toward implementing these solutions.

Luckily, ActiveProspect can help you make consent-based marketing your best channel for customer acquisition.



leadconduit is our lead optimization solution that allows you to take real-time action on your leads. You'll get ultimate control of lead integration, validation, enhancements, filtering, and routing. LeadConduit sits between your systems and all your marketing partners making real-time connections simple to deploy and manage.

trustedform is our lead certification solution that allows you to scale customer acquisition with confidence by providing the same level of transparency on leads generated on third-party sites that was previously only available for first-party leads. Additionally, as TrustedForm is present on the form where consumers provide consent, it is able to verify and document proof of consent to help you comply with regulations like the TCPA.



We deliver results for our customers all day, every day.

If you're interested in learning how to use the ActiveProspect platform to power your consent-based marketing processes, check out our website to see how we can work for you.

[Learn More](#)

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