



Last week's LeadsCon program was loaded with terrific insights and practical guidance. Here is a recap of some of our favorite tips and takeaways:

Giving Customers a Voice in a World Full of Numbers

Alex Genov, Head of Customer Research & Marketing Insights, Zappos Family of Companies

- Customers are not numbers. And being customer centric is as much about psychology as it is about technology.
- If you're starting from the technology, you are putting the cart before the horse. You should not start with the question "What kind of CRM should I have?"
- Instead, ask yourself, "How well do I know my customers?" Because at the end of the day, data alone won't create customer loyalty.
- Only by listening and building trust over time can you create customers for life.

5 Engagement Principles to Improve Online Lead Generation

Margaret Wise, Chief Revenue Officer, ActiveProspect

When discussing criteria to ensure your lead generation campaigns or the campaigns you are buying leads from are driving the most leads for your investment, Margaret noted:

- Psychology plays a significant role in online lead generation, influencing user behavior, decision-making, and the overall effectiveness of lead capture strategies.
- Microinteractions can enhance the overall user experience by providing instant visual or auditory cues, making the interaction more engaging and user-friendly.
- Gamification can help increase user participation, capture attention, and motivate individuals to provide their information.

How AI is Changing the Consumer Lead to Purchase Journey

Ted Buell, Managing Director, Lead Gen Ads & Marketing, Google

Three things for you and your business to plan to do to drive more impact from AI in your Lead Gen Marketing programs:

- Focus on the right outcomes
- Activate your first-party data
- Use AI to learn & execute and scale

Aim Small, Miss Small - How to Spend Your Marketing Dollars Efficiently

Eric Peschke, Vice President of Marketing, Zintex Remodeling Group

When it comes to testing new lead sources, here are the key elements to remember:

- Only test in peak seasons (sales goals and budgets are the largest)
- Set vendors up for success out of the gates
- 2-3 month test period minimum
- If it works in spring – turn back on in fall
- If it works in the fall run mid-Feb. to mid Nov.

12 Proven Tactics for Extracting the Maximum Lead Value When Working with Call Centers

Keith Sinnott, Senior Vice President, Homefix Custom Remodeling

John Pohl, President, Springs Connect

Handling the new data that is coming in is critical, but still there is so much left on the table after the data ages.

When it comes to engaging past customers, remember these tips:



- There is nothing more valuable than a customer you already have. They know, like and understand your company. They trust you.
- Texting, email and direct mail are not enough.
- When you call, the message is clearly to thank them for being a customer and you appreciate it.

Smart Leads, Smarter Lenders: Unleashing the Power of AI for High-Converting Mortgage Matches

Matt Jarboe, Branch Manager, Vice President of Mortgage Lending, Mutual of Omaha

Mike Tassone, Co-Founder & COO, Own Up

When it comes to lead gen pricing models in the mortgage market:

- Companies can successfully incorporate AI with either a "buy" or "build" strategy
- Significant opportunities exist for both lead providers and lenders that will lead to higher conversion and lower costs
- AI will augment sales efforts by eliminating inefficient manual work
- We will see a performance divergence between lead providers and lenders who are utilizing AI vs. those who are not