LEADVERIFIER™
IMPROVES LEADS INSTANTLY

Increase your sales by ensuring you pursue only accurate, verified leads captured in real-time.

Overview:

LeadVerifier™ leverages the most comprehensive data sources to **validate, correct, enhance, and score the quality of your leads captured in real-time.**

All industries that process online orders, applications, claims, registrations, and quotes will benefit from LeadVerifier™. Easily integrate LeadVerifier™ into existing systems for real-time data validation.

Key Benefits:

› **Reduce Operational Costs:** Your sales team will spend less time contacting leads with erroneous data

› **Data Verification:** Ensure that an individual's postal, email, telephone, and demographic data is valid

› **Accurate Reach:** Increase lead volume and conversions with accurate data

› **Lead Quality:** Eliminate duplicate or repetitive leads

› **Profile Enrichment:** Improve lead profiles by appending demographic information and defining specific audiences

› **Omnichannel Opportunities:** Support outreach across multiple channels by appending phone, wireless, email, and address data

› **Personalization:** Improve customer experience and retention through targeted personalization

› **Marketing Savings:** Reduce print and lettershop costs by eliminating undeliverable mail

› **Optimize Digital Marketing:** Improve sender reputation by reaching the right email addresses

› **Shipping and Billing Accuracy:** Verify customer and patient information for communications

› **Fraud Prevention**: Reduce fraud by verifying the last four digits of a social security number

For more information:
Contact us at (800) 452-2357
or sales@anchorcomputer.com

WHO IS YOUR AUDIENCE?

SALE

Automotive Case Study

More than 90% of car buyers use the internet for research and to request price quotes, but the majority still complete their purchases in person at dealerships. Verifying that the contact data provided by car shoppers is accurate and complete is both time-consuming and costly for dealerships.

This auto manufacturer aimed to reduce the time and resources spent on contacting leads with erroneous data. The objective was to improve lead quality, speed up response times, and ultimately increase sales by ensuring that only accurate and verified leads were pursued.

Strategy:

LeadVerifier™ was implemented across registration forms for quote requests and test drives on both their own and third-party auto lead vendors' websites. After prospects entered their contact information, the data was processed through LeadVerifier's™ postal, email, and phone database.

The verification process took just seconds, ensuring that the information submitted by car shoppers was accurate before being passed on to dealers. Leads that failed verification due to inaccurate or erroneous information were returned to third-party lead vendors.

Results:

By eliminating inaccurate and duplicate leads early in the process, the manufacturer was able to streamline their sales operations, reduce time wasted on bad leads, and deliver higher quality leads to their dealerships.