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# Online Lead Generation (B2C) Report 2010

In association with Clash-Media

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# Online Lead Generation (B2C) Report 2010



Supported by:



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# 1. Executive Summary and Highlights

This is the fourth annual Online Lead Generation (B2C) Report published by Econsultancy in association with lead generation specialist Clash-Media Inc.

This research has been supported by the IAB UK and the Performance Marketing Association (PMA) in the United States.

There were more than 500 respondents to our 2010 research request, which took the form of an online survey.

Respondents included advertisers (client-side respondents) who are trying to get new leads for their B2C products or services, agencies (supply-side) and publishers.

## **Key findings:**

The research has found that budgets for online lead generation are increasing:

- The number of companies who say that online lead generation budgets have gone up in the last year has increased from 59% last year to 65% this year. This compares to 31% of respondents who say that *offline* lead generation budgets have increased.

## **Other findings:**

### **Benefits of online lead generation**

- From a range of business benefits associated with online lead generation, *cost-effectiveness* is the most widely perceived advantage. More than two thirds (69%) of company respondents see this as a benefit.

### **Use of online lead generation and related services**

- Only a fifth (21%) of advertisers surveyed say they work with *specialist online lead generation companies*, suggesting that this is still an emerging sector which hasn't yet fully matured.

### **How leads are generated and converted**

- After *natural search*, *email marketing (to in-house lists)* is the second most widely used online lead generation method, up from 74% last year to 83% this year.

### **Sales, revenue and budgets**

- *Paid search* consumes the largest proportion of online lead generation budget, accounting for 28% of spending. This figure compares to 22% in 2009.

### **Effectiveness and measurement**

- Companies were asked how effective the following different types of online lead generations are for their companies:
  - *Premium* (i.e. standalone landing page offer)
  - *Incentivised lead generation* (consumer has been incentivised to be contacted)

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## 2. Introduction by Clash-Media Inc. (survey sponsor)

**Online Lead Generation establishes its rightful place as a key driver of sales in the B2C marketing budget but companies still need to nurture social media leads as part of a relationship-building process.**

When Clash-Media and Econsultancy started this annual review of B2C Online Lead Generation (OLG) four years ago, OLG was new to marketing departments, and marketing departments were unsure of the benefits. Three years on and OLG is now firmly accepted as an important part of the marketing mix – and is still growing.

The 2010 Econsultancy report, which Clash-Media is again delighted to sponsor for a fourth year, shows that Online Lead Generation is more important than ever. As multi-channel communication becomes the norm, OLG has much more to offer, to enable companies to adapt and offer products and services that match consumers' needs – an area where Clash-Media is spearheading the most important developments.

**Ed Bussey**  
**CEO, Clash-Media**

## 3. About Econsultancy

Econsultancy is a [digital publishing and training group](#) that is used by more than 200,000 internet professionals every month.

The company publishes [practical and timesaving research](#) to help marketers make better decisions about the digital environment, build business cases, find the best suppliers, look smart in meetings and accelerate their careers.

Econsultancy has offices in New York and London, and hosts more than [100 events](#) every year in the US and UK. Many of the world's most famous brands use Econsultancy to [educate and train](#) their staff.

Some of Econsultancy's members include: Google, Yahoo, Dell, BBC, BT, Shell, Vodafone, Virgin Atlantic, Barclays, Deloitte, T-Mobile and Estée Lauder.

[Join Econsultancy](#) today to learn what's happening in digital marketing – and what works.

Call us to find out more on +44 (0)20 7269 1450 (London) or +1 212 699 3626 (New York). You can also [contact us online](#).

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## 4. About Clash-Media Inc.

Clash-Media, the sponsor of this research, is a leading performance-based marketing company that works to connect marketers to consumers by delivering a global and fully transparent Online Lead Generation service.

It is a full-circle customer acquisition solution that collects and manages prospective customer data for its clients, producing qualified leads in line with advertisers' exact specifications to deliver a strong return on investment.

Ed Bussey was recently appointed CEO of the Clash-Media group. Ed comes with a strong record of success in developing online consumer businesses, and will drive the next phase of the company's growth and development.

Clash-Media provides its clients with a centralised managed service to support any lead generation campaign. It has established a wide global network of partners that enables it to operate in any market around the world, and its quality control processes and technologies maintain the highest standard of lead generation.

Clash-Media, launched in 2006, has its global technology base in the UK with operating divisions in the US and France. The company has delivered around 5 million fully opted-in sales leads every month for customers around the world for customer such as Whiskas, Toyota and Cheapflights.

More information about Clash-Media is available at:

<http://www.clash-media.com>

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# 5. Methodology and Sample

## 5.1. Methodology

This is Econsultancy's fourth Online Lead Generation (B2C) Report carried out in association with Clash-Media Inc. There were more than 500 respondents to our research request, which took the form of an online survey<sup>1</sup> in May and June 2010.

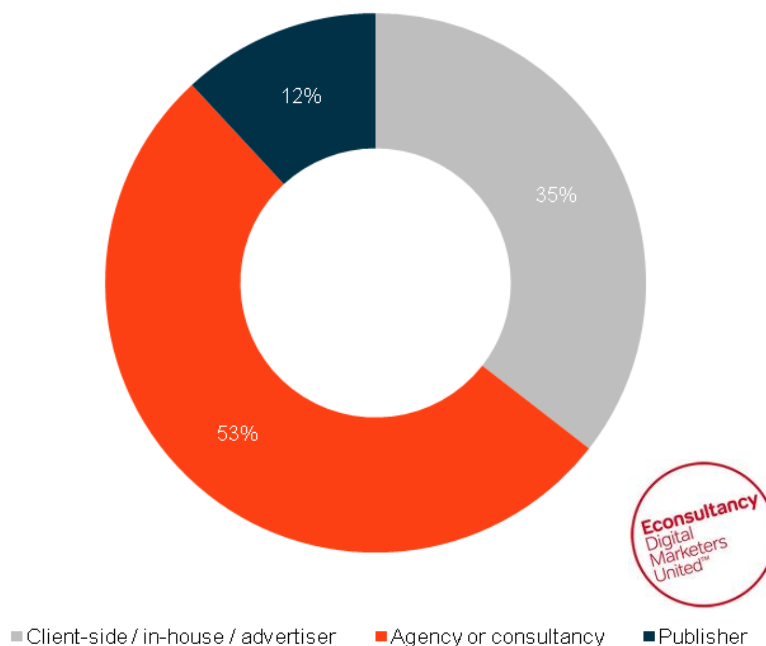
The findings are shown separately for client-side (i.e. 'company respondents'), supply-side ('agency respondents') and publishers.

Information about the survey was emailed to Econsultancy's user base and promoted online via Twitter. The **IAB UK** and **PMA** also publicised this research. The incentive for taking part was access to a complimentary copy of this report.

## 5.2. Respondent profiles

Figure 1 shows the split between client-side, agency and publisher respondents. In terms of actual numbers, there were 165 advertisers, 243 agencies and 56 publishers. Of the agency respondents, exactly a fifth (20%) said they worked for specialist online lead generation companies.

Figure 1: Which of the following most accurately reflects your involvement with B2C lead generation?



Response: 529

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<sup>1</sup> Econsultancy uses Clicktools for its online surveys



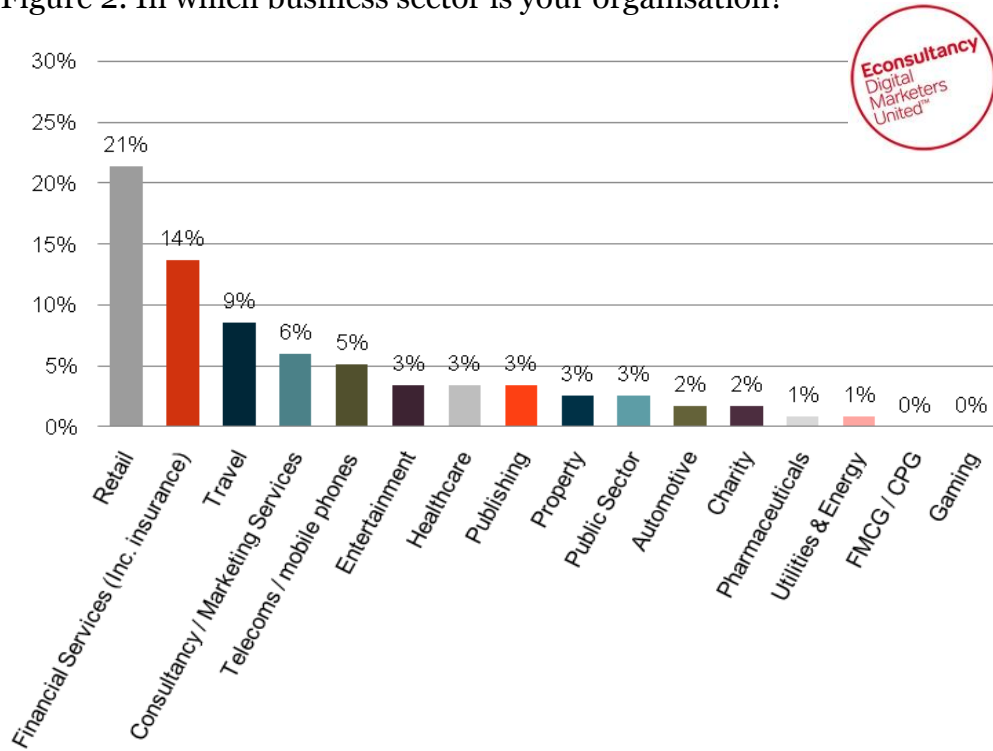
## 5.2.2. Business sector (advertisers)

Figure 7 shows the breakdown of respondents by business sector. The best represented industry is *retail*, accounting for a fifth (21%) of participants.

We also asked which sector publisher respondents were focused on. The best represented sectors were *entertainment* and *financial services*.

### Company respondents

Figure 2: In which business sector is your organisation?



Response: 117

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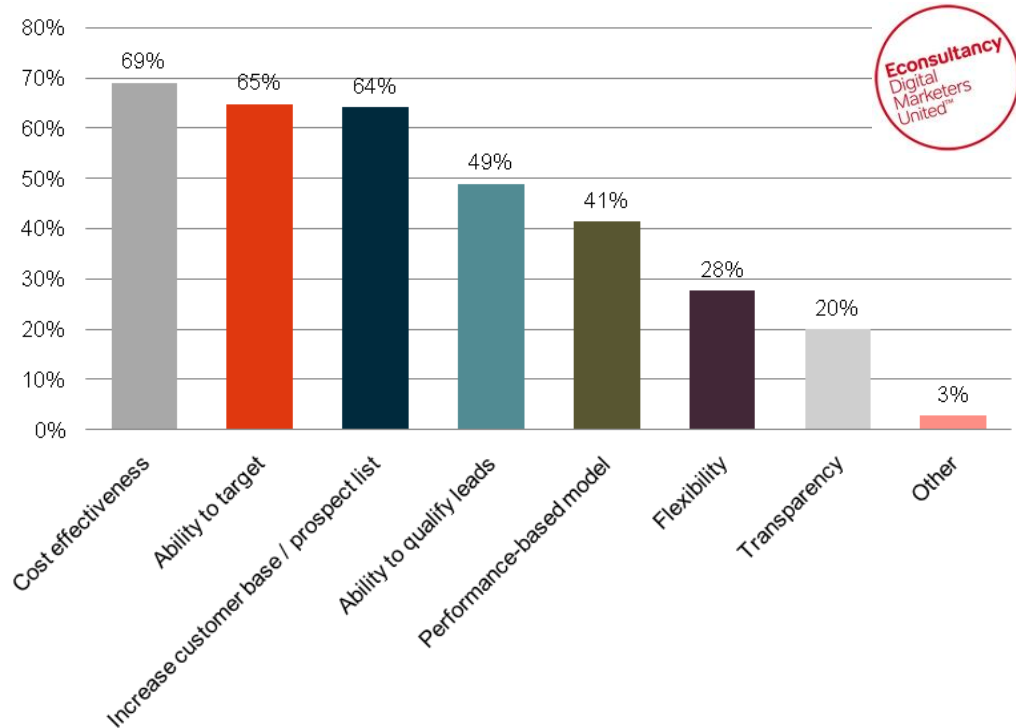
# 6. Findings

## 6.1. Benefits of online lead generation

From a range of business benefits associated with online lead generation, *cost-effectiveness* is the most widely perceived advantage. More than two thirds (69%) of company respondents see this to be a benefit.

Company respondents

Figure 3: What do you see as the benefits of online lead generation?



Response: 145

Note: respondents could check multiple options

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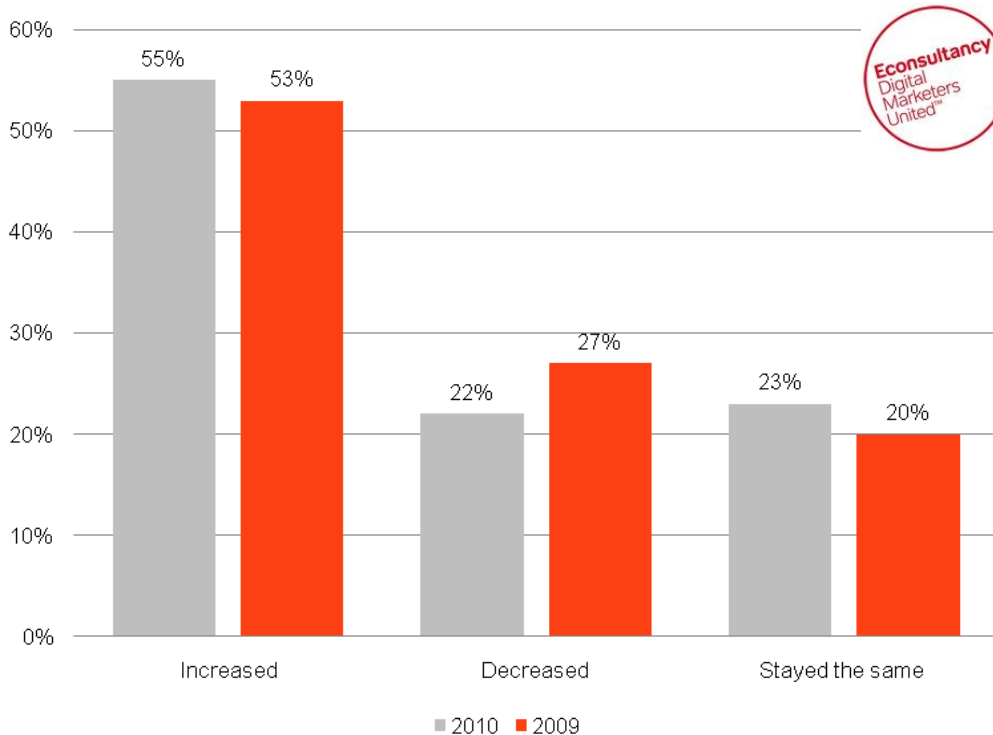
## 6.5.5 Change in overall marketing spend

The proportion of company respondents who say that overall marketing spend has increased in the last year stands at 55%, compared to 53% in 2009. Fewer companies say it has decreased (22% compared to 27%).

This reflects an improved economic environment in 2010, compared to 2009.

### Company respondents

Figure 4: Has your overall marketing spend increased or decreased in the last year?



Response: 129 (2010)  
Response: 172 (2009)

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## 6.5.6 Changes to online marketing approach and strategy

In another open-ended question, company respondents were asked: “Have you added anything new to your online marketing mix in the last few months?”

The answers given were extremely varied, ranging from increasing staff through to niche marketing techniques. However, the most recurring themes were experimentation with social media and an interest in the possibilities offered by video or mobile.

### What the advertisers say

“Recruited a more expansive web team...”

“Greater social media marketing.”

“More multi-media web-marketing techniques, Pod casts, multi-media PR releases, bookmark and photo-sharing sites.”

### What the Agency respondents say

“Increased specialisation in social media – e.g. social media communities - and online networks... Twitter, Facebook etc.”

“Some [clients] are now trying social media for first time.”

## 6.5.9 Publisher revenues from online lead generation

Publishers were asked if online lead generation was a source of revenue for their company. The vast majority of publishers surveyed (86%) said this was part of their income stream, and just under three-quarters (72%) of those publishers said this revenue had increased.

Publishers who *don't* use online lead generation cited three main reasons:

- They are happy with existing revenue streams.
- They don't understand how it works.
- They haven't got the staff to manage this.

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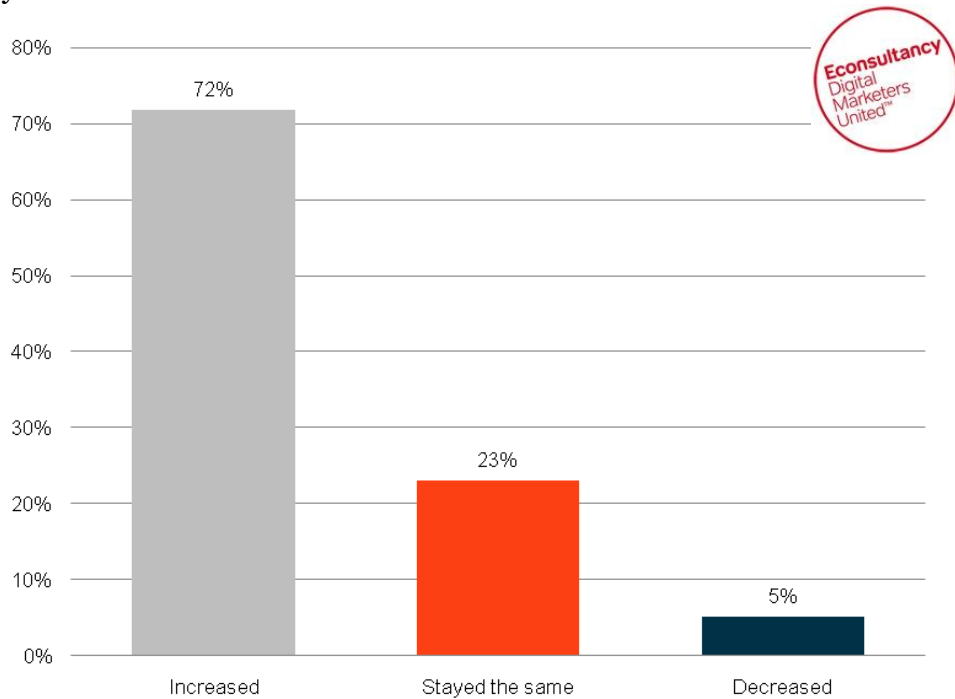
Figure 5: Publisher respondents

What proportion of your revenue comes from online lead generation?	
Average	37%

Response: 42

Publisher respondents

Figure 6: Has your revenue from online lead generation increased or decreased in the last year?



Response: 42

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## 6.6 Effectiveness and measurement

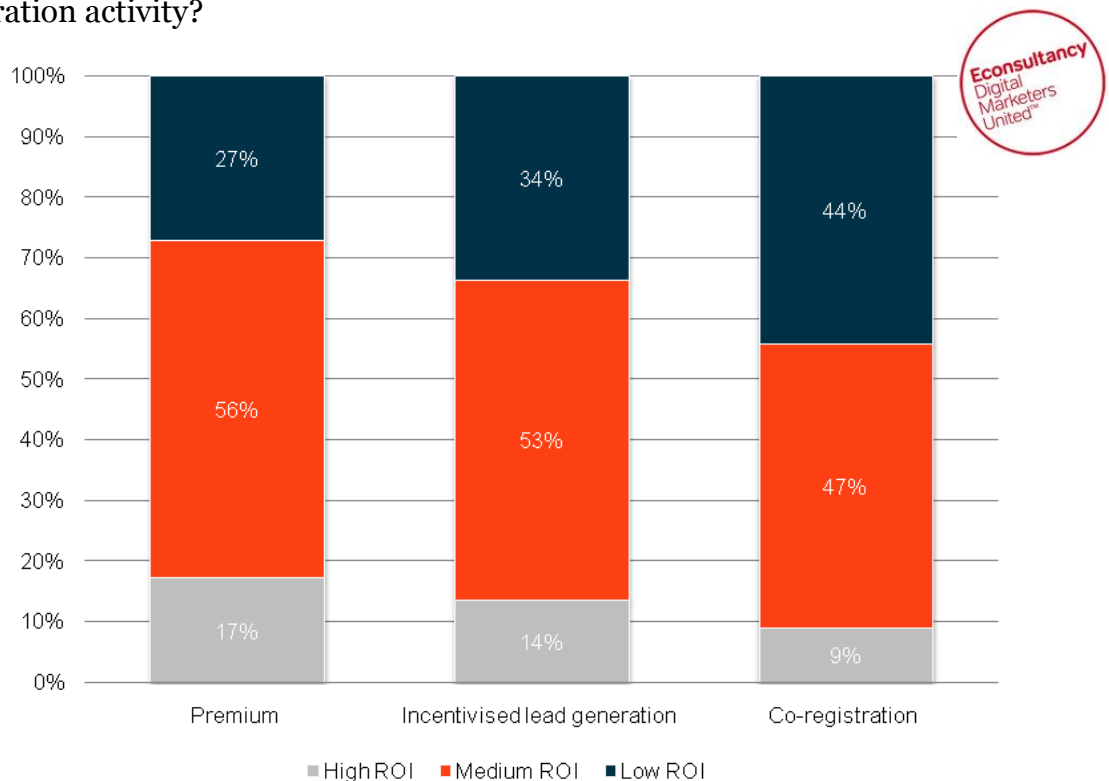
### 6.6.1 Effectiveness of online lead generation methods

Companies were asked how effective the following different types of online lead generations are for their companies:

- *Premium* (i.e. standalone landing page offer)
- *Incentivised lead generation* (consumer has been incentivised to be contacted)
- *Co-registration* (consumer has given consent to be contacted, while registering for something else)

#### Company respondents

Figure 7: How effective for your company are the following types of online lead generation activity?



Response: 115

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