



CASE STUDY

Lead Aggregators Rely on LeadiD:
Provide Media Changes the Game



Founded in 2011, **Provide Media** is a full service performance marketing firm that's partnered with LeadID to improve lead quality by authenticating lead origin and history and achieving a new level of data intelligence for its partners. Provide Students, a division of Provide Media, which generates prospective students for the higher education vertical focused on the online education market, works with dozens of publishers to generate over ten thousand leads each month.

Find out more at: www.providemedia.com

A window into the origin and history of leads is remarkably helpful for lead buyers, but the entire ecosystem benefits from increased trust and clarity in lead generation. Take the example of Provide Media, a company that leverages LeadID's dynamic lead analytics to direct real-time business decisions.

With a marketing mix tailored to each Provide Media client, lead buyers can count on brand and legal compliance because Provide Media does all the work for lead buyers before leads ever enter the system. That's a win for everyone involved.

"What sets us apart is our commitment to lead quality and going above and beyond for our clients. Provide Media achieves this by embracing LeadID as a paid subscriber," says Craig Rosenfeld, founder and CEO of Provide Media. "As a subscriber, we can actively use the API and fail any leads in real time that aren't passing the attributes we've implemented in the LeadID profiles required by our clients."

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FOUNDER AND CEO, PROVIDE MEDIA

Companies like Provide Media can choose to adopt LeadID's lead tracking and validation technology as a free service or as a paid subscription. Provide Media became a paid subscriber in order to align itself with client enrollment and start goals, focusing specifically on lead quality and compliance. "We have an in-house Quality Assurance team to ensure that all leads generated are abiding by general call center and TCPA requirements," says Craig Rosenfeld.

"A lot of companies that generate leads won't know which ones fit client requirements until after a lead is sent out. By contrast, Provide Media won't even accept those leads on the front end, so having

LeadID as a partner ensures we are generating the types of leads our clients are looking for," says Craig Rosenfeld. "If we generate quality leads, then we all succeed."

Provide Media prides itself on leading the charge to create positive change in the lead generation industry, leveraging LeadID's data to raise the overall standard and competitive expectations as well as drive value to the entire ecosystem. ○

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