CUSTOMER ACQUISITION

the ultimate introduction

ocean.IO

Content

Overview

Customers are the lifeblood of any business. But they come in many different shapes and sizes. Your customer acquisition process should be built around what kind of business you are, what kind of customers you have right now, and who you should be targeting in the future.

It should also be in tune with how customer acquisition has been revolutionized in recent years by new technologies, platforms, and digital tools.

We've seen a profound change in how companies brand themselves and get the word out. Brand interaction is much more personal now, and an enormous amount of it occurs through our smartphones or laptop screens.

Online – and, in particular, social – media have opened up extraordinary possibilities for both paid advertising and organic content marketing, and the ground is shifting fast.

Methods for converting and retaining customers have changed accordingly. Customer service is adapting to new possibilities in communication and to the shifting expectations of users and clients.

It's fair to say, while the fundamentals might not have changed much, sales will never be quite the same again.

Here we take a look at what the customer acquisition process actually is and consider ways you can build a winning strategy. We've tried to keep each section to just the essentials with links to extra information if you want to dive in deeper.
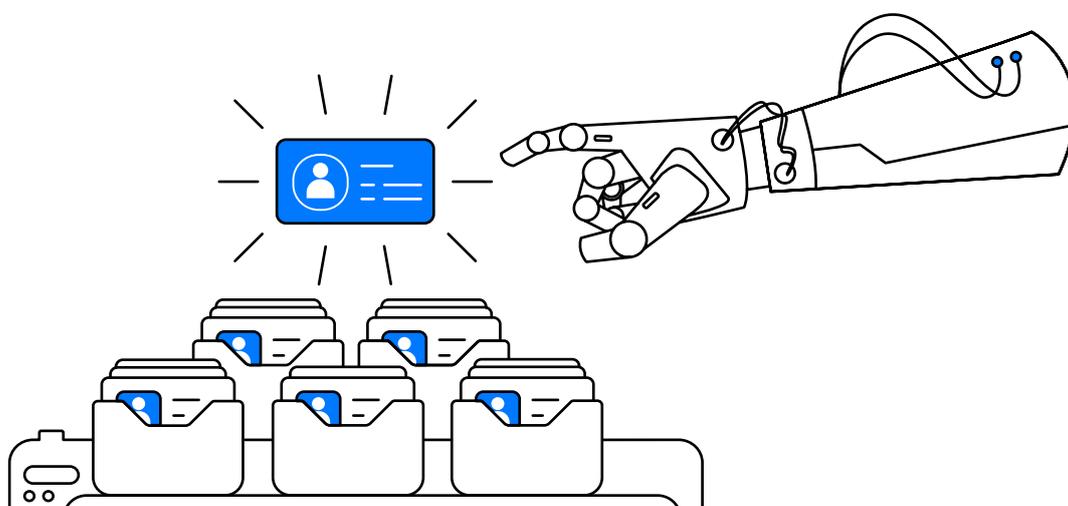
What is the customer acquisition process?

We'll be breaking the customer acquisition
process down into three stages:

01

Brand awareness

By brand awareness, we mean shaping your company's identity and bringing that identity to life with an online (and offline) presence. Every business starts here – it is the foundation of what you do and will be key to every stage of the process.

02

Lead generation

Lead generation is a term often used to refer to the whole customer acquisition process but we define it more narrowly as the task of generating leads: that is, identifying and cultivating interested prospective customers (or "prospects"). As you'll see, that isn't the whole battle.

03

Customer conversion

Converting customers is the final, crucial part of the process. Whether your business is best placed to pursue primarily outbound or inbound sales – or to attempt both – is an important consideration here. But, whatever you do, maintaining a happy customer base is absolutely essential to your long-term growth and profitability and to hitting any customer acquisition targets you might have.

Jump to:

WHEN AM I FINALLY READY TO SELL?

There are a few things to consider before you embark on a customer acquisition strategy and chief among them is whether or not now is the right time to start selling your product. And, if so, are there any limits to those sales?

First you need to ask yourself: How much should we be spending on acquiring new customers? Who are we selling to? Are we ready to deliver on our promises and serve our customers in line with their expectations?

Let's take a look at some answers to these questions before we move on to implementing an effective customer acquisition strategy.

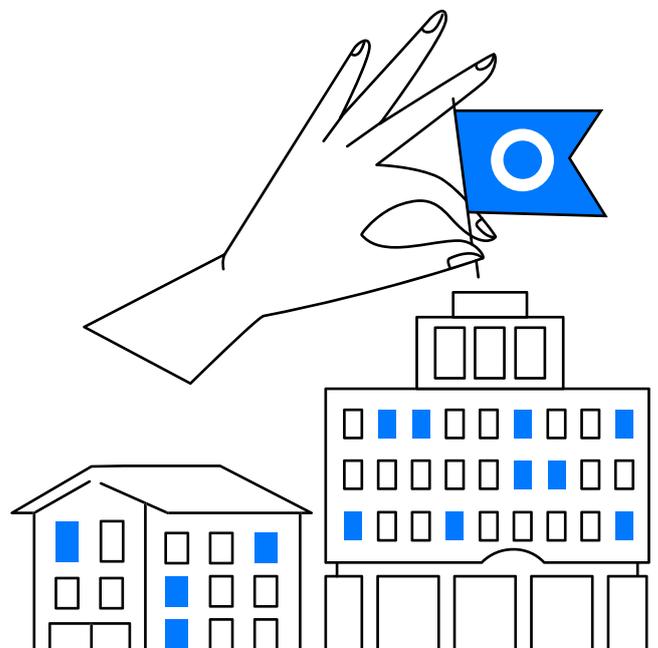## 01 Who you're talking to: customer profiling and segmentation

Customers come in many different shapes and sizes and knowing what those shapes and sizes will change how you sell to them. Getting to know them is essential to your customer acquisition process.

Depending on how mature your business is, and how far down the road of product development you find yourself, you should be crafting a **target customer profile** or **segmenting your existing customers**.

This isn't just a nice exercise to make you feel or look good. It's essential to optimize your sales, make your marketing activities more targeted and effective, and helping hit sales targets in the longer term. By boosting ROI, it will help your business grow further down the line.

Having a clear idea of your current and future customers will inform any product changes you make and shifts in strategy. It might also help you land that big client or investor you want.

It's worth the work. Once you know who you're selling to, you will have a much better idea of how to go about actually selling.
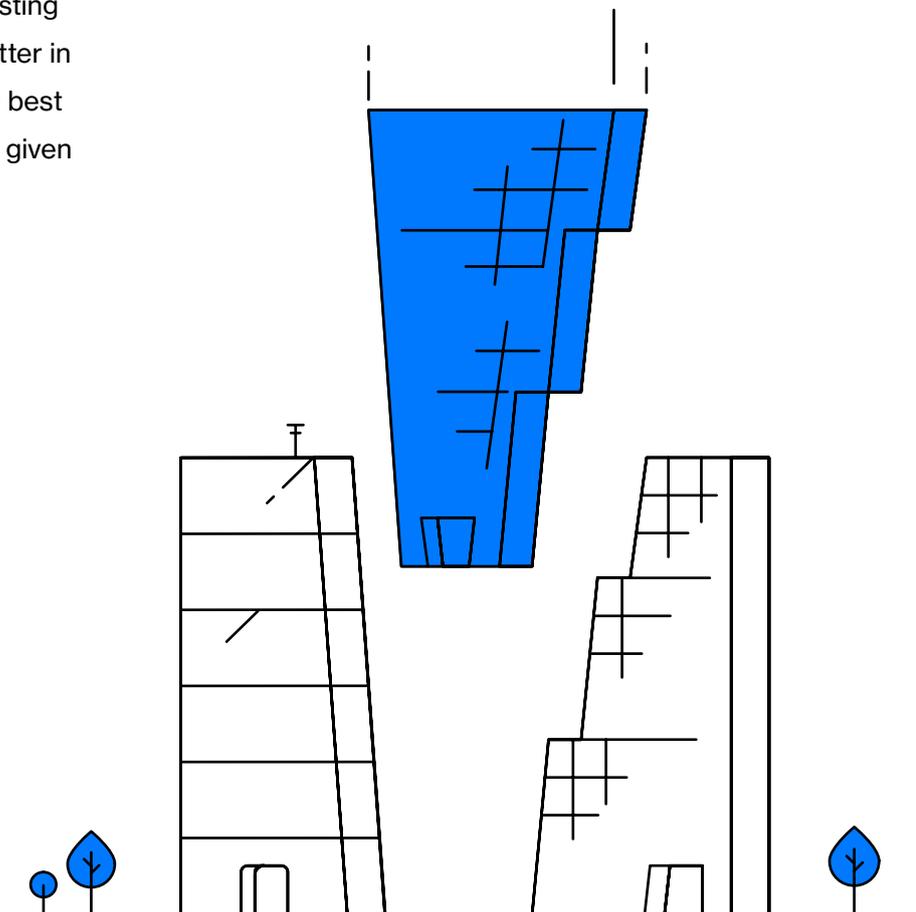
Customer profiling and segmentation

To better understand and serve your existing customers, you should be breaking them down into separate groups – or segments – according to key indicators governing their relationship with you. This might be a range of things, and will depend on whether your company is principally B2B or B2C.

If your business is B2C you might be interested most in lifestyle, demographic factors and spending habits, while B2B companies will be more concerned with the size and industry type of the company they are selling to. And, no matter who you are selling to, you should consider segmenting according to how long you have maintained a relationship with a given customer, what kind of relationship that is, and, if applicable, where that customer is located.

This segmentation should be made in order to understand better how to serve those existing customers and, as a result, how to sell better in the future. Concentrate on segments that best define your company's relationship with a given customer.

When it comes to customer segmentation, sometimes less is more. It can be tempting to think you can sell to anyone (and it might be that, one day, you can) but you must identify the right segment and focus on that at first.

This is also true of your target market. These days, your "market" is often actually a sub-market. For instance, "technology" is a pretty broad market. "Smartphones" is much more specific (and still huge). While there may be a lot of overlap between your submarket and the broader market, narrowing down allows you to cut through the noise and focus on the prospects that matter.

Customer profiling and segmentation

This is also true of B2B or B2C categories. Does the size of the company matter? Does the technology they use factor in? Are you particularly interested in young companies or startups? Again, you need to really think about this and make sure you have a clear picture of who you are targeting.

Once you've nailed your initial customer segmentation and submarket, you can look to expand. Think of it as concentric circles: focus all your efforts on the first circle and, once you're getting to the stage where you've exploited that circle, you can move onto the next one.

An alternative way to approach this is creating a target customer profile or buyer persona. This is simply an example of the kind of customer you might be selling to – either now or in the future. You can put together as many of these as you think you need and you should certainly have a variety of them if you are selling more than one type of product.

You'll want to create a full bio and background for each one, giving some life to your fictional personas. Outline what it is they do and the challenges they face which might make your product relevant and attractive to them. Take time to really understand what their pain points are and how you can alleviate the pain. Extra points if you hone in on the exact words that they use to describe it, as you'll hit closer to home in your communication.

You'll probably use similar or the same categories as with a customer segmentation exercise, anticipating the needs of your future prospects. The data and experience you already have from your existing customers or users should inform this process as much as possible.

But creating target customer profiles should not just be limited to the types of customers you have now. Here you should address who you aspire or aim to be selling to. Just like with customer segmentation, you can think of your future expansion as concentric circles.

> Once you know who you're selling to, you will have a much better idea of how to go about actually selling.

02 Product development

It's one thing turning qualified leads into fully-fledged customers. It's another thing altogether being able to serve those customers successfully. Make sure you're ready to grow before you start scaling up.

Whether you're looking to build a portfolio of high-profile clients who will demand a lot of your attention or attract thousands of users for a digital platform, you need the right team in place and a fully-functioning product before you go to market.

No one should be selling services or features they can't yet deliver.

You'll know yourself where you stand and where you want to be. We just want to highlight one thing (and it's worth taking a look, whether or not you're still trialling your product).

If you're just starting out, or trialling an early version of the product you're currently developing, you will probably want to limit the number of users invited in – steadily increasing it over time as you move toward the final product. That way you can offer valued service to the chosen few who are helping you develop, and ensure you learn as much as you can from each and every user.

The story of Slack, the team communication tool, offers up valuable lessons in how to make the most of this crucial stage of your company's development. There is so much you can learn and improve even quite early on. The feedback you get from these trial customers can be invaluable so take it seriously.
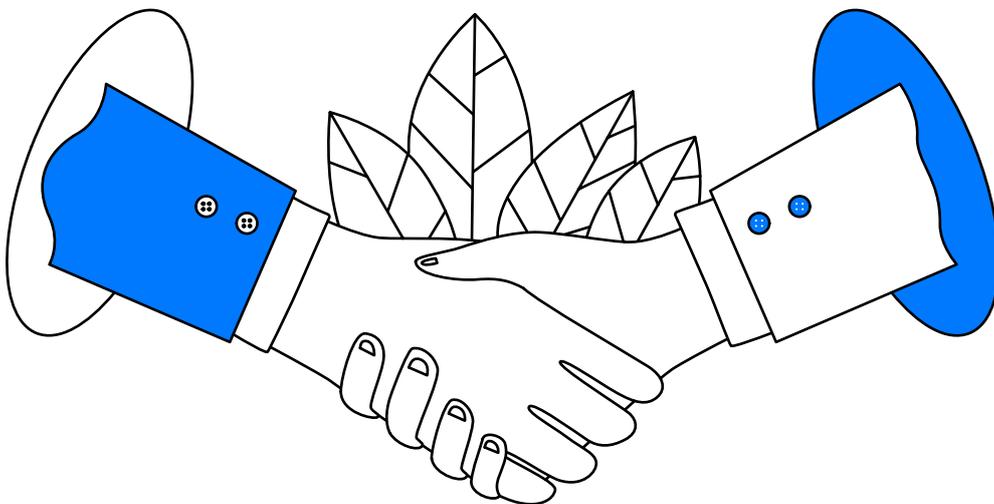
03 Count the cost: customer acquisition cost (CAC)

Put simply, your CAC is the fundamental measure of the health of your business. If your CAC is too high, then there might be something wrong either with the way you are selling and marketing or with what you're selling and marketing to begin with.

Either way, you need to find out. Very few businesses will survive for long if they are spending an unusually high amount on customer acquisition.

Here's how you calculate your CAC:

Total expense ÷ **Number of new customers** = **CAC**

The amount of money spent on your entire sales and marketing operation (in a giventime period)

The number of new customers converted or acquired in that time period

Customer Acquisition cost

Example:

$3,000 ÷ **60** = **$50**

You're spending **$3,000** per quarter in total on acquiring new customers.

Each quarter you are acquiring **60 new customers.**

Customer Acquisition cost

Now, depending on what revenue your customers are bringing in over that time period, this may be a very good or a very bad number. Making a judgement on this is about looking at what value each customer, or the average customer, brings to your business over time.

HubSpot has a handy explainer for how you can measure your CAC against industry averages, as well as how to take a longer/term view, such as a "customer's lifetime value" (LTV). A general rule of thumb for SaaS startups, for instance, is that a healthy CAC is around ⅓ of LTV.

Drilling deeper

That was pretty basic. It can easily get more complicated, though. And there are lots of reasons to take another look at your CAC and try to get a better view of what's happening.

Maybe you're pretty happy with your CAC but still think your analysis could be more sophisticated. Or maybe you're worried it's too high and want to get a clearer picture of what's going on. Maybe you want to shift some of your resources elsewhere and want to be sure you can do that without losing revenue or you want to attract investors. For all those situations, you might want to consider breaking down your expenditure into more detail and looking at some of your indirect costs.

For instance, what about external consultants? Have you out-sourced any of your marketing? Are you including the salaries of copywriters, designers, and developers in your CAC even though a lot of their time is spent on the product? Software is also an area that you might want to look at. Perhaps your CRM is much more sophisticated than you need or maybe you don't have the best deal and should look at your options.

It might not always seem worth your time to break your costs down into such detail but it could be a major help in improving your customer acquisition process. And it probably will matter to potential investors, if that's an avenue you're looking at.

A key thing to mention when considering your CAC is time. How early in your growth as a company are you? How worried do you need to be about your CAC right now? And how much of your expenditure is the upfront cost of something that will serve you well in the long-term?

On the other side of things, how much of your expenditure is on staff or software that you don't really need yet? Have you expanded too quickly? It might be painful but, if you're going to trim costs to make a course-correct, you need to know exactly where you stand.

When you've crunched the numbers like this you might also see opportunities for growth. It might be that one of your marketing channels is much more successful than the others and it's worth diverting some funds from an under-performing channel.

Or you might realise that your CAC is actually pretty low and you can afford to increase your spending to make sure you aren't missing out on even more prospects. You could hire a new salesperson, invest in some new software, or try some different approaches you haven't had the freedom to look at previously.

You might also want to consider making this analysis a regular thing. Whether that's on a monthly or quarterly basis; a quick look at the spreadsheets or a standing dashboard; on a managerial or executive level is all up to you.

Remember: information is power.

04 Make a plan: customer acquisition strategy

Before you put your customer acquisition process into effect, you'll need a strategy or plan to frame and shape the methods you will be implementing. First, like we've just covered, you're going to need to define who it is you're selling to, either by sketching out buyer personas and customer profiles or by segmenting your current customer base.

If there are any limits to how many customers you can handle, or a timeline of product development to consider, that might be a good place to go next. Keeping CAC in mind throughout is very important.

The rest of this guide should help you craft your own strategy. Or, if you're already doing customer acquisition, hopefully we'll be able to provide you with inspiration and ideas to inform and optimize your efforts.

Let's get started.
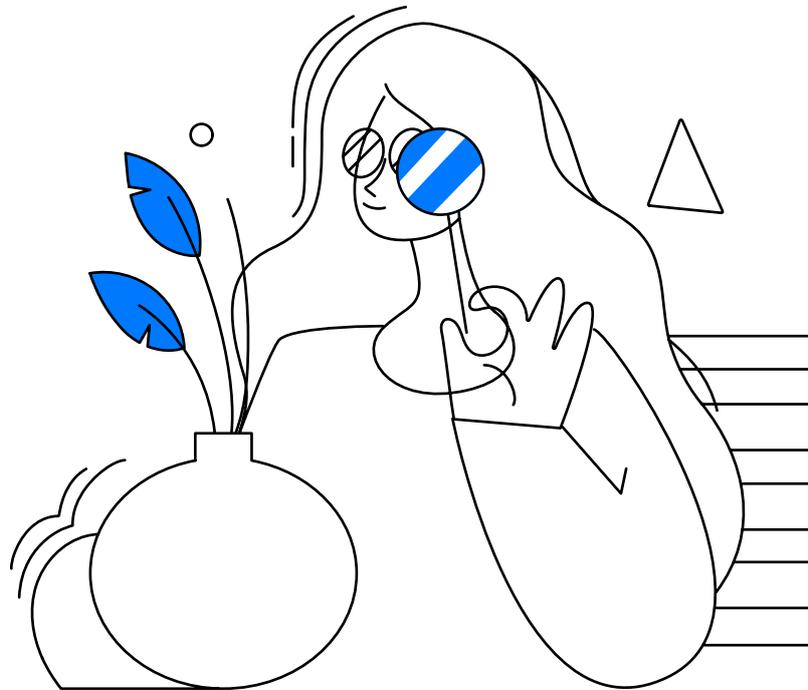
DRIVE BRAND AWARENESS
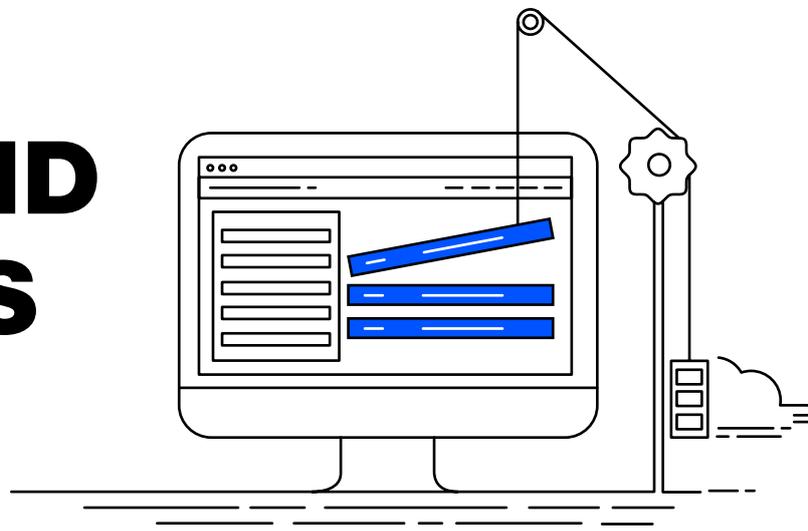
| Website and SEO

| Blogs, e-books, and white papers

| Social Media

The first thing any business needs to do in order to sell its products is to create awareness among its potential customers. Which isn't as easy as it sounds.

This 'awareness' stage in a customer's journey is where any customer acquisition strategy should start.

01 Your brand lives online

No matter what you do, your business is going to need a strong online presence. This is especially important if your product is digital and if you expect interactions with your brand to take place principally online.

Of course, physical branding can still be important. There are plenty of traditional and mould-breaking approaches to offline marketing that we'll touch on in the next stage of the process. And, of course, meetings or demos you might have with prospective clients may very well take place offline.

But, if we're talking about a potential customer's typical first impression of your brand or what they're going to see if they decide to do some research about you based on hearsay or a recommendation, then we're talking online presence.

Designing and populating your **website** with content, and boosting **SEO** for that website, are the top priorities here.

Your website will become an online home for your brand so it's your chance to sell your products, showcase what you stand for as a company, and clearly demonstrate what problems you are solving and value you are providing for your customers.

Trends in website design are constantly shifting, and the bar is always being raised in terms of usability and overall aesthetic. Most people landing on your site are expecting to get a clean, modern web experience. And they expect to find exactly what they're looking for, and exactly what they need to know, almost immediately.

A good way to start is by checking out what your competitors and peers are doing online. And, of course, try to do even better.

Or you could look at [UX Timeline](#), which gives you a taste of how some of the most popular websites and digital services have changed in the last few years and what kind of visual experience people are accustomed to nowadays. It also shows

what your website shouldn't look like, which is important!

It's important to remember things like fonts, colour schemes, and images – they might seem like they aren't very important in the grand scheme of things but they contribute to an instant picture of your brand and it's essential to get it right. We have more advice for you on this [here](#).

Content is king

The next thing to consider is **content**.

Whether or not you're using content for your inbound marketing, lots of customers now expect *some* content on your website. Moreover, search engine algorithms use the content on your site to determine your placing. If you are going down this road, make sure you get it right. If you want to make a positive impression online with your website, you'll have to optimize, optimize, optimize.

When it comes to content, you can't just be thinking about the people viewing your website right now. You also need to consider the people who haven't even discovered it yet. Use the right keywords and create the right content to boost your ranking on Google (and other search engines) relating to the questions and topics your product relates to.

That way you'll increase organic traffic to your website, making your business visible online and creating positive first impressions in the minds of potential customers of the future.

There are plenty of tools out there to help you find the right keywords and search topics to boost SEO. [This blog post by Neil Patel is a good place to start](#).

You'll also want to make sure that all your content and web copy is in the right tone – like the visuals, this matters a great deal. Your brand voice is another instant way to show prospects who you are and why they should buy from you. Make the wrong first impression and you may never get a second chance.

We've got a quick intro to getting your brand voice right [here](#). It might seem like a lot of work upfront but it's work that you will appreciate time and again in the future and will help you make the perfect first impression you need.

There's plenty more to online branding, of course, but this is a good start. If you want to dive deeper, we've got a guide to social selling [here](#) and a look at best practice on Instagram [here](#). That should keep you going for a while...

02 Content Marketing: Should I be writing blogs?

We are living in the age of content.

Content marketing – from writing blogs, social media posts, feature pieces, e-books and white papers to producing videos and recording podcasts – allows you to communicate directly with your audience, not just as a business with products to sell but as a trusted source of expertise, inspiration, and entertainment.

This is now what your (future) customers expect.

Good content creates awareness of your brand. A prospect might be completely unaware of what it is you do as a business but still value your content for what it gives them. Regardless, you've planted a seed. One day it might grow into a lucrative customer relationship. Or it might not. Not every seed has to grow for your efforts to be worthwhile.

Creating compelling and viral content really means spreading awareness of your brand as far and wide as possible. Engaging with your content could be the first step a prospect takes toward a relationship with you.

Again, we're looking at optimization. In order for the greatest number of prospective customers to have the greatest likelihood of engaging with your content, you'll need to get it out there. You'll need to ensure your website ranks high on searches for the relevant keywords and topics, build engaged and loyal social media audiences, and use paid advertising to boost content rather than always selling your products or services directly.

But no matter how viral your ideas are, or how good your optimization efforts might be, good content is the only game in town. Never compromise on quality. Your prospective customers of the future will not forgive you.

Check out this free guide to Content Marketing on Moz for a more in-depth look.

WHAT IS LEAD GENERATION?
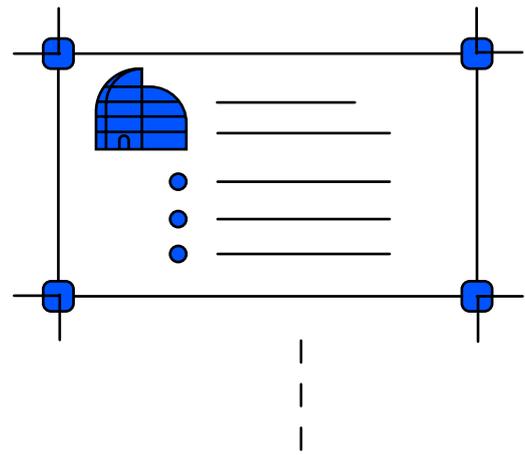
As we said earlier, **lead generation** is a term often used to refer to the whole customer acquisition process. However, here we'll define it more clearly as the task of producing leads: that is, identifying and cultivating interested prospective customers (or "prospects").

Customer acquisition, meanwhile, is the whole process of finding and acquiring customers. It includes lead generation but it also includes the conversion of those leads (which we'll get to a bit later).

Look at it this way: successful lead generation gives you a list of prospects.

> **Successful customer acquisition gives you a list of customers.**

Lead generation includes inbound marketing, email campaigns, cold calling, and a number of other techniques to produce a list of people or companies who have indicated they might be interested in your product. But your Sales team still has a lot of work to do to convert those leads. A customer acquisition strategy includes how you generate leads, how you qualify them, how you communicate with them, and how you convert them into customers.

Ocean.io is a **customer acquisition tool**. We think you can do better than a list of unqualified leads so we've developed a way to qualify and communicate with those leads. All you have to do is convert.

But, if you want to know more about generating those lists of leads, we've got you covered there too.
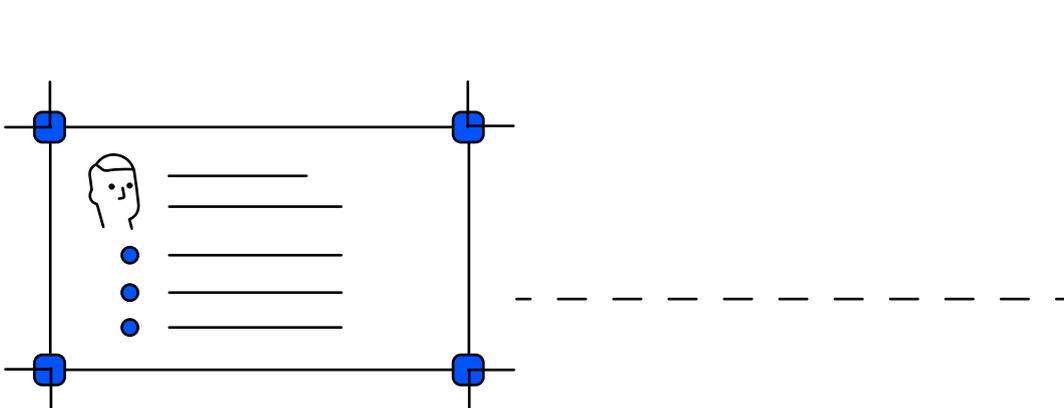
How to: lead generation

Lead generation includes inbound marketing, email campaigns, cold calling, and a number of other techniques to produce a list of people or companies who have indicated they might be interested in your product.

One way to get leads, of course, is to simply pay for a list. Get a spreadsheet of contact info and tell your sales team to get calling. There are a lot of problems with this approach – most importantly, that it can take a lot of man-hours to even get through to a buyer. Buyer behavior has changed and, with unqualified leads, it can be tough to convert even if you do get that initial conversation.

We have a lot of thoughts on this, as you might have guessed. But some very successful people still swear by cold-calling and, if that's the approach you want to take, here's our best advice to maximise your conversion rate.

However, there are lots of other ways to get those leads:

Social selling

Using social media for unpaid advertising is also increasingly popular although it can be tricky to get right and getting it wrong can have serious implications for your brand. We've got a great guide to social selling here if you want to go into detail. The two most important things to remember are:

01 These are social platforms. You should be interacting on them like a person, not a machine that blares out adverts every 3 minutes. Reply to other people's posts and make suggestions (and not just about your product!). Treat your interactions like a conversation, not a notice board.

02 Give value. We can't stress this enough. Not only do buyers want value, they expect it. If you offer company content, make sure to share it online. If not, consider product updates, special offers, and other reasons for people to follow you. Try one-off interviews with staff members who have experience to share or simply recommend good articles you've read yourself.

Don't forget about your branding either. This matters on social media just as much, if not more, as on your website and outbound emails. There are some tips on that here and we've highlighted our favorite examples of Instagram accounts here.

Paid advertising

Paid advertising platforms have come a long way. They now offer ad intelligence, making it easy for almost anyone to advertise to their specific target audience (as long as you know who that is). Gone are the days of expensive, time consuming, imprecise, and difficult to measure advertising campaigns. Facebook, Google Display, LinkedIn, and even Quora and Reddit now offer fairly straight-forward ways to get to your potential customers, at a decent budget (depending on the industry).

Networking

This one might seem a bit old-school but it's actually one of the best ways to generate interest among young companies, especially startups. If these are your customers, it can be particularly difficult to generate leads because large B2B databases tend not to include info on smaller companies or startups. Additionally, startups often change name, purpose, and employees, making them difficult to keep track off.

However, if you sign-up to networking or knowledge-sharing events for these companies, you can find yourself meeting some potential customers very quickly. Often, you're speaking directly to the decision-maker, streamlining the process hugely.

Much like with social selling, you need to remember this is an organic, human approach to selling. You need a good, flexible pitch and you need to be responsive to circumstances. If it's a series of events, consider keeping your powder dry until a later meeting so you don't get a bad reputation.

It's worth being careful because startups frequently have "startup specialist" staff, who take their experience from one successful buyout to other startups because they enjoy the process. That means one good networking connection can be worth three or four in the startup world.

Even better, successful startup founders have **prestige** in the current business world. It's not just fellow startup workers that respect their opinions – they are serious influences in terms of technologies. They can generate the kind of interest in your product or service that expensive ad campaigns could never achieve.

This isn't an exhaustive list, of course. But we think it's a pretty good overview of the basics.
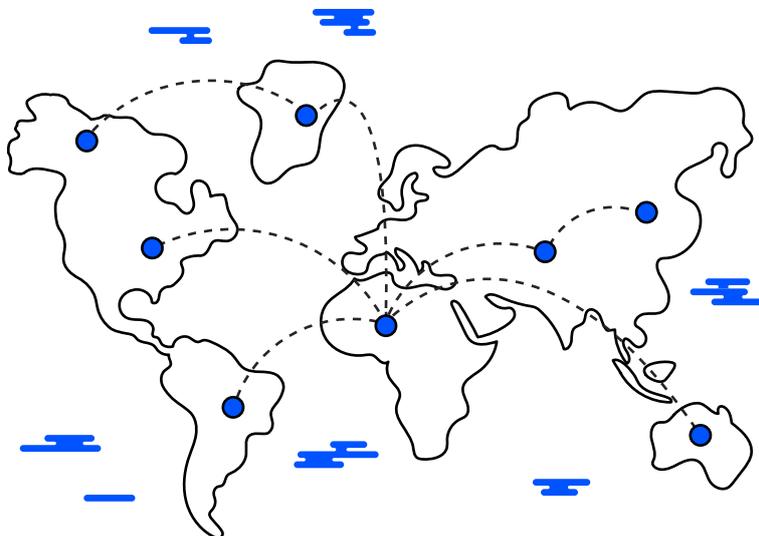
ALWAYS BE CLOSING?

Sales is a tough business. Generating qualified leads is tough. Closing is tough. Earning commissions is tough. That's why the movie Glengarry Glen Ross is so cut-throat, even though it's just a regional sales office. In that movie, as we've said, Alec Baldwin's character famously tells his team that they should "Always Be Closing". But we think that's bad advice in the current world of sales.

This is quite a big topic and we will have an in-depth look below. But, actually, it's quite simple: if you have a good product, target qualified leads early on, and respond to their concerns throughout the sales process, they'll be putty in your (metaphorical) hands. You don't need to "close" because you've done all the work already.

Even if your sales approach is based on cold-calling lists of leads, this approach is still worth trying. Respond to what the prospect tells you and they're more likely to get on board early in the process. That saves you a lot of time, reduces your CAC, and helps you grow more quickly.

Of course, there are other tricks here. Discounts and offers, strategically-placed customer reviews, and loyalty rewards all help.

Look at your pricing plan. Do you have a free-trial offer? What about a discount for a year's sign-up? You need to make sure these offers are clearly defined (nobody likes paying more than expected at the checkout, no matter how good the deal) and are value for money, with coherent T&Cs. But they are a great way to gain new customers and can generate long-term revenue that's incredibly valuable.

You should also consider running competitions online for your followers and rewarding existing customers who recommend you to new customers or have stuck with you for a significant period of time. How far you take those offers, of course, is up to you but there's a reason that hugely successful firms continue to provide them: they work.

Lastly, if you have happy customer reviews, show them off! Social proof is incredibly influential, as companies like TrustPilot and TripAdvisor have proved. Ask your customers if you can quote them on your website and social media channels. If they're willing to promote you on their own channels, even better.

There is far more to converting customers than just closing. Getting it right from the start will do wonders for your customer acquisition numbers and costs.

Ignore "always be closing"

As a customer, what's your worst experience with a Sales rep? Maybe you were chased out of a car dealership by a desperate rep, maybe you once received no fewer than 44 calls in the same day. Chances are, your memory is of someone trying to "close you". And, as a customer, it can be pretty off-putting.

Last year, [Gong.io did some research into B2B Sales calls](#). They analysed 42,945 "closing calls" (the final call in the sales process before the deal is clinched or lost). They discovered that there was almost no difference between calls where the deal was "closed" and those where the deal was lost.

They looked at the talk-to-listen ratio, the number of questions asked, and the speaker switches per minute – all aspects that should indicate the success of the call. And, all-in-all, they found it difficult to identify a meaningful difference between the calls.

What they did find was a meaningful difference in the earlier calls. Gong.io highlighted aspects such as mentioning competitors early on, rather than late (or never) being an indicator of success.

But we think there's a bigger picture here.
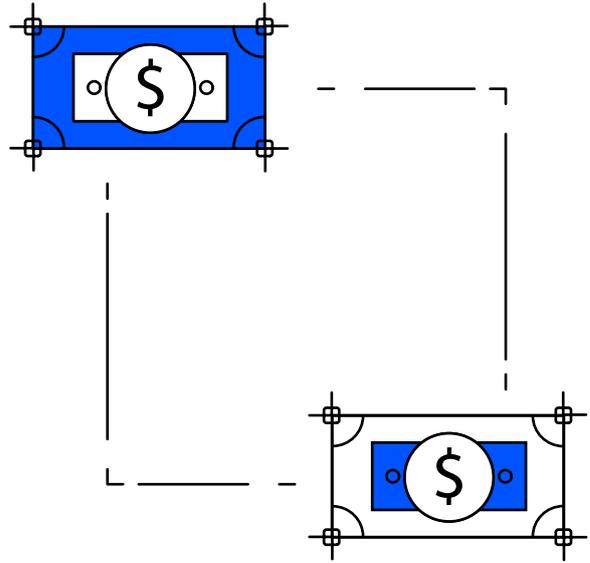
Closing isn't what it used to be

Closing feels great for the Sales rep. The adrenaline, the knife-edge feeling, the knowledge that you, single-handedly, have made the difference – it's pretty satisfying. But it's not the same for the prospect. In fact, for the prospect, traditional B2B sales closing can feel a bit like being chased out of the car dealership.

B2B sales is a process. It's a journey. And it's a lot easier to make that journey if the customer is on board from the start.

Given their incentives, it's understandable that sales reps often treat B2B sales as a numbers game. But customers hate feeling like a number. They want to feel special. So maybe it's time to switch to a different cliché: quality over quantity.

This [Hubspot blog](#) has a different take on Alec Baldwin's "motivational" speech: Always Be Helping. We agree: putting the prospect first from the start is the best way to be successful. And making the prospect feel as though they are in control of the process makes everything easier for you. For one thing, a prospect who feels they came to the decision on their own is less likely to have buyer's regret than one who felt pushed into it at the last minute.

Customer first

Ask your prospective customer where they see their business next year? In 5 years? What's stopping them from getting there? Can you genuinely contribute to that effort? If you think you can, explain your product and ask if they think it will help. Don't just tell them you have the solution. A long-term customer is better than someone who takes up the offer of a free trial and never comes back so it's worth putting the effort in.

If you do the groundwork early on, you'll be able to anticipate questions and potential problems and answer them during the process. So, when you get to that final call, you aren't pressuring an increasingly-panicked prospect into making a decision they aren't sure about. Instead, you can review the benefits of your product while gently steering them to sign the dotted line.

One last thing to remember (although, in keeping with the theme of this blog, hopefully we've convinced you already) is this: if you come across as desperate to "close", it raises questions about the value of your product. Should your prospect trust you? Stay cool, calm, collected – and focused on the customer (This is actually a sales technique called "Indifference" and it's a very effective one).

And, with that, we'll close.
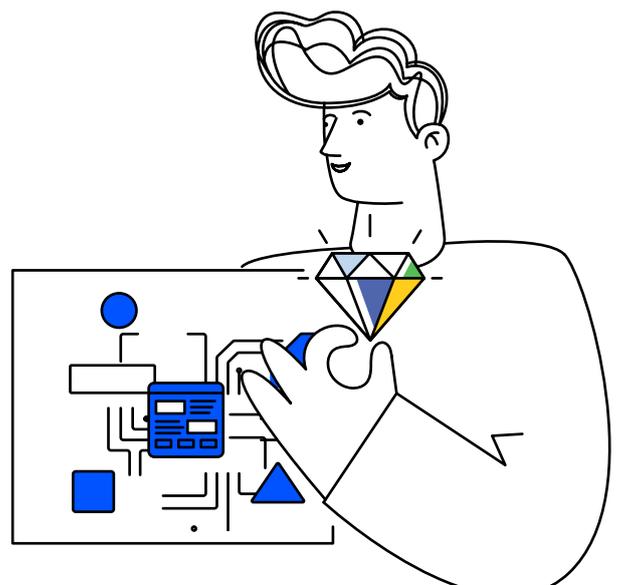
THE FUTURE OF CUSTOMER ACQUISITION

The world we live in is increasingly technology-driven and that will continue to affect almost every area of our lives. That isn't to say that traditional skills are becoming obsolete, just that they might need to be adapted.

As you might have guessed by now, we think that is true throughout every aspect of the customer acquisition process. The sheer volume and constant improvements in the technology available to Sales teams can be a little overwhelming but, like anything, you just need to do a little research. The right software, channels, and programmes can make your life in Sales a lot easier.

And, for the record, we don't think [the robots will take these jobs](#) (at least, not until they get seriously cool). As we've said throughout this guide, sales is a social process. Using technology to assist in that process will save you a lot of time and manpower but acting like a robot won't get you very far with real-life customers.

We also firmly believe in **quality**, at every stage of the customer acquisition process. Make sure your product is good, your online branding is on point, and the leads you generate are qualified. Reach out to those leads in whichever way is most likely to suit them (a LinkedIn message over an email? In-person at an event rather than by phone?). Provide value throughout your interaction with them and keep providing value. Consider rewarding loyalty.

This approach can take a lot of effort but we truly believe it's worth it, both now and in the future.
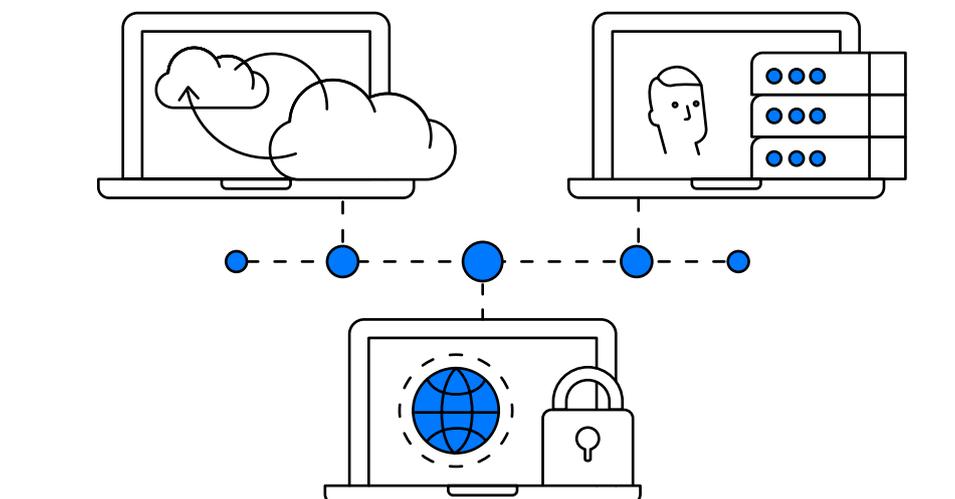
At **Ocean.io**, we've built our customer acquisition tool on the belief that technology can be utilized to provide quality leads, personalized for each company, and then let you reach out to your perfect prospects in the perfect way. We developed our machine learning algorithms from scratch with this in mind so they are dedicated to helping you grow your business.

Those machine learning algorithms work by identifying the key characteristics of your best current customers (or your ideal target customers) to profile what makes them perfect for you and then search for other companies based on that profile. We use key characteristics instead of unreliable industry codes to make our company profiling as accurate as possible so all the leads you get are qualified and personalized.

Then we let you refine those search results even further with keywords and filters, allowing you to select for company size, location, and even by the technology they're using (from their advertising and marketing to their CMS, chatbots, web server technology and much, much more).

And because we're a customer acquisition tool, not a lead generator, we help you locate the right decision-makers in those lists of prospects as well as the right channel to reach out through. Finally, we let you export your leads to a csv file or your favourite CRM system.

We think that it will revolutionize your sales process, cutting your customer acquisition cost, and allowing you to grow your business just the way you want to.

Don't believe us? Take advantage of our **free trial** (of course we have one)!

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