



Research. Outreach. Insights. - The New R.O.I.

Reach out to the right contact, at the right time with the right conversation.

www.lead411.com



## Why Lead411 over the Competition?

- Faster R.O.I - On average, our customers see a Return of Investment in under 3 months
- Higher Quality Data means less time wasted with Bad Data, More time Closing Deals
- Growth Intent - Reach out to Companies that are Spending Now
- Sales Enablement Built-in - No Need to spend money on a 3rd party Email/SMS System
- Direct CRM Integration - No Need to spend money on 3rd party connector like Zapier
- More Affordable Enterprise Contract with Flexible Terms

## Product/Service Summary

Our goal is to decrease your sales teams data research hours and increase your revenue by putting sales development on auto-pilot. To ensure that we meet all of your teams data and information needs, we provide sales leads and intelligence, business email lists that are 96% accurate, verified direct dial phone numbers, company data including infographic and technographic data, all fueled by Growth Intent, with built-in features designed to save time and boost revenue as quickly as possible.

## Overview

**Founded**  
May 2001

**CEO**  
Tom Blue

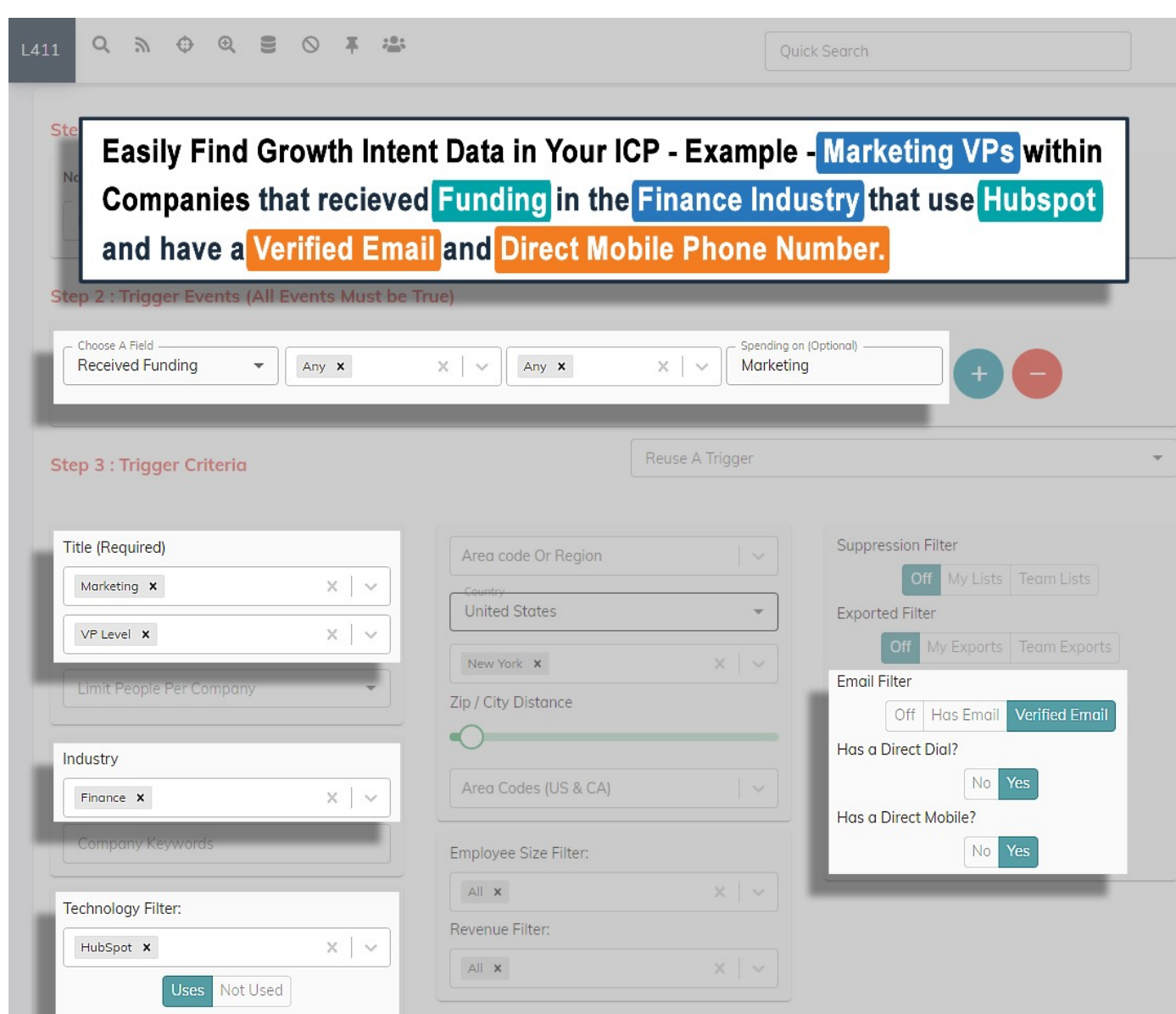
**Headquarters**  
Boulder, Colorado

**# of Contacts**  
450 Million and Growing Daily with Live Verification

**Direct CRM Integrations**  
25+ CRM Integrations including: Salesforce, Zoho, Gmail, Microsoft Dynamics, Hubspot, Pipedrive, Outreach and more...

**Growth Intent Triggers**  
New Hires, New Executives, Job Openings, Recent Funding, IPO's, Hiring Plans and more...

**Reach - Email/SMS Engagement**  
Set up cadences, send emails/SMS Messaging, track opens and replies, auto-dialer, take notes, integrate social media follow up and more...



## Problems

What are the crucial problems you face with other data providers today?

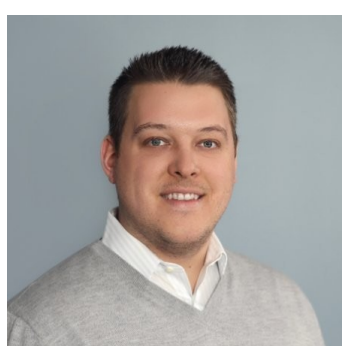
- Data is Inaccurate
- Not Enough Data
- No Mobile Direct Dials
- Have Export and Send Data to Third-Party Email/SMS and CRM Platforms
- No Sales Enablement
- Difficult to Find the Hottest Leads
- Solution is Too Expensive

## Solutions

Lead411 focuses on providing our customers accurate data, and we strive to continue to add more verified emails, direct dials and intelligent sales indicators so our platform is as up-to-date as possible.

- Less than a 4% bounce back rate on Verified Emails
- Mobile Direct Dials
- Over 450 Million records and growing
- Direct CRM Integration to most of the Popular CRMs (Over 25+)
- Direct Outreach through Automated Email/SMS cadences with an Auto-dialer built in
- Growth Intent Data makes it Easy to find the Companies that are spending money now
- Affordable Solutions with Flexible Enterprise Terms

## What our Customers are Saying



John R.

Manager, Business Development

Lead411 is a terrific tool for those looking to find and export leads and not pay an arm and leg for it. I also have my team using the alert functionality to gain insight into companies that are a good target for us.



Kaitlin R.

Associate Account Manager

Ease of use. Compared to competitors, the usability is far above and beyond what competitors have. I personally like the "Verified Email" component, it's good to know you're viewing and potentially downloading recent emails -- the 99% accuracy rate is great!