

Lead generation solutions



About this media kit

This media kit provides a clear and transparent overview of Business Reporter's lead generation solution. It explains how leads are generated, the different lead types available, and how they support pipeline growth across marketing and sales teams. It also outlines our approach to quality assurance, delivery, and data privacy compliance.

Unlike traditional lead gen providers, Business Reporter controls the editorial environment, audience quality, and consent journey end-to-end. All leads are generated through reliable, content-led, consent-based engagement, ensuring relevance, accuracy, and trust.

About Business Reporter

Business Reporter is a global B2B media company offering multiple solutions designed to help brands connect with senior decision-makers. One of these solutions is lead generation, built on years of experience as a trusted media publisher.

Through editorial hubs and content partnerships with major international media outlets such as **Bloomberg, The Independent, USA Today, Reuters, and Le Figaro**, Business Reporter understands how to create, position, and distribute content that captures attention and drives meaningful engagement.

This deep expertise in content and audience behaviour underpins our lead generation solution, enabling us to deliver high-quality, relevant leads that support real business outcomes.

We don't just generate leads, we understand the role of content in influencing decisions, building trust, and driving demand.

Bradley Scheffer,
Founder and Managing Director, Business Reporter



Key highlights

Proven outcomes for marketing and sales teams

- **150,000+ leads**

Delivered across hundreds of global campaigns, supporting pipeline development for enterprise and mid-market clients

- **180 campaigns delivered per year**

Reflecting consistent demand and scalable delivery

- **52% repeat campaign rate in 2025**

Up from 37% in 2023 - demonstrating sustained client value and long-term partnerships

- **Just 0.59% lead rejection rate**

Enabling sales teams to spend more time on real conversations and less time correcting data

- **Every lead is verified and aligned to targeting criteria**

Increasing sales confidence and improving follow-up efficiency

Designed to support real sales conversations - not just report metrics

What this means for clients

- ✓ Less time wasted on invalid or irrelevant contacts
- ✓ Higher confidence in outreach and nurturing activity
- ✓ Stronger alignment between marketing investment and sales execution

Our partnership speaks volumes about their dedication to delivering nothing short of exceptional service and results. The Lead Generation team's efficiency, timeliness, and clear communication have truly set a high standard. Their flexibility in tailoring solutions to our timeline and requirements has been flawless. Trust and reliability are not just buzzwords but lived experiences.

Donna Parent, CMO, Dynamo Software



Our clients

amazon business

ORACLE®

vodafone

dynatrace

okta

snowflake®

rubrik

samsara

TrustArc

S&P Global

NTT DATA

KINAXIS®

IBM

BlackBerry

NetApp

VONAGE

Lead generation solution overview

Business Reporter's lead generation solution helps brands engage relevant audiences through high-quality content and convert that engagement into qualified, permission-based leads.

Unlike list-based or database-driven lead generation, Business Reporter's approach is rooted in content engagement, editorial environments, and permission-based interactions.

The problem it solves

Many organisations struggle with low-quality data, unengaged contacts, and leads that fail to convert. Our solution focuses on relevance, intent, and verification to ensure marketing and sales teams receive leads they can confidently act on.

What we mean by a lead

A lead is an individual who has actively engaged with content relevant to your solution and has knowingly opted in to share their details.

Who it's designed for



B2B marketers focused on demand generation and pipeline growth



Sales teams seeking qualified prospects



Organisations launching new products, entering new markets, or scaling campaigns

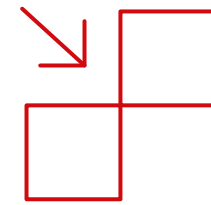
Since 2023, Business Reporter has been a trusted partner, delivering hundreds of high-quality leads through a series of highly effective demand generation campaigns. Beyond lead generation, their thought leadership articles published across tier-one media have significantly elevated our brand profile and credibility in the market. From expertly curated content to exclusive dinner roundtable discussions at prestigious venues such as the House of Lords, Business Reporter has enabled us to engage meaningfully with our target audience and ICP. Their ability to amplify our voice at the right time has been instrumental in raising brand awareness, strengthening trust, and positioning us as a credible authority in our space.

Elizabeth Azide, Senior Director, Global Partner Marketing



Types of leads we offer

Choosing the right lead type for your funnel stage



Single-touch Leads

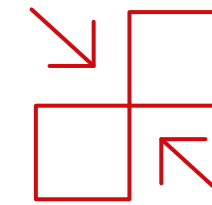
A single-touch lead is a prospect who has downloaded a single gated asset, such as a white paper, e-book, or report. This type of lead demonstrates initial interest in the topic or solution offered.

Why it matters

Single-touch leads are useful for building awareness and early engagement with prospects. They show genuine interest without requiring multiple interactions, making them a solid foundation for marketing and sales teams.

Value to the client

Clients can use these leads to populate their database, start nurturing campaigns, and begin building relationships with potential prospects.



Double-touch leads

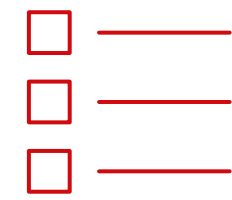
A double-touch lead is a prospect who has engaged with two or more gated assets within a 24-hour period. This shows the prospect is exploring multiple pieces of content on related topics.

Why it matters

Double-touch leads indicate a higher level of interest than single-touch leads. The prospect has actively sought additional information, suggesting a stronger engagement with the subject matter.

Value to the client

Clients gain insights into prospects who are more involved in learning about solutions. These leads provide a clearer understanding of the prospect's interests and engagement level, supporting more informed follow-up.



Leads with qualifying/profiling questions

A lead with qualifying or profiling questions is a prospect who, while downloading an asset, also provides answers to questions designed to assess their relevance. For example, an IT company might ask: “Which area of IT infrastructure are you currently looking to improve?” with multiple-choice options.

Why it matters

The answers provide specific insights into the prospect’s needs, challenges, and context, allowing clients to understand who is engaging and why.

Value to the client

Clients receive enriched leads with actionable context. This enables targeted marketing, personalised follow-up, and better preparation for conversations.



Leads with tele-verification

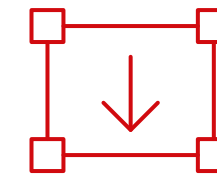
A lead with tele-verification is a prospect who has downloaded an asset, submitted their information, and then received a phone call to confirm their details. During the call, their contact information is verified, and engagement is confirmed.

Why it matters

Tele-verification adds a human touch, increasing the reliability of the data and reinforcing the prospect’s engagement.

Value to the client

Clients receive high-quality leads with verified contact information. This reduces follow-up errors and ensures the lead can be effectively reached. Tele-verification can be applied to any lead type to enhance data quality. Single-touch, double-touch, or leads with qualifying questions can always include tele-verification as an additional layer of quality assurance.



BANT leads

A BANT lead is a prospect who has downloaded an asset and participated in a qualification call where Budget, Authority, Need, and Timeline are assessed for a specific product or service.

Why it matters

BANT leads provide not only engagement but also detailed insight into the prospect’s readiness to consider a purchase.

Value to the client

Clients receive leads with verified needs, decision-making authority, budget, and timing. This allows them to enter conversations prepared, understanding exactly how to address the prospect’s requirements. These leads are the most valuable and come at a higher price point due to the depth of qualification.

How we generate leads

1

Step 1: Understanding client needs

The first step in generating leads is understanding who the client wants to reach. We work with the client to identify the perfect lead, the individual most likely to convert into their customer. This includes defining the ideal job titles, seniority, company size, industry, and geography. **If the client has a target account list (TAL) or ABM list, which is a specific list of companies they want to engage with, we can focus our campaigns on those accounts.** Conversely, an exclusion list includes companies or contacts that the client does not want to target, and we make sure these are omitted from the campaign.

We also discuss how the client plans to use and convert the leads, because understanding their follow-up process helps us ensure we capture the right information and generate leads that will be most useful to them.

2

Step 2: Content and page creation

Clients provide branded content assets, which can be informational or promotional. Landing pages are built around these assets, linked to gated forms that capture contact details and consent. Only leads who voluntarily provide consent are delivered.

3

Step 3: Promotion and distribution

Assets are promoted across paid and organic social media, websites, and newsletters. Targeting includes job titles, companies, industries, geographies, and ABM lists. This ensures campaigns reach the right audience and generate meaningful engagement. Performance is monitored throughout the campaign to ensure targeting accuracy and lead quality.

Business Reporter audience

Business reporter has over 15 years' experience in creating business narratives and has therefore built up one of the UK's largest networks of senior business professionals:

Director/Head	43%
Chief	15%
Managing Director	14%
Manager	12%
Executive	7%
CEO	6%
Partner/Consultant	3%

4.8 million+

Annual online visitors

123,000+

Database of senior business professionals



Quality assurance

Every lead is checked through trusted sources, televerification, and our own available data to ensure it matches targeting criteria, contains valid information, and has explicitly opted in.

Lead delivery

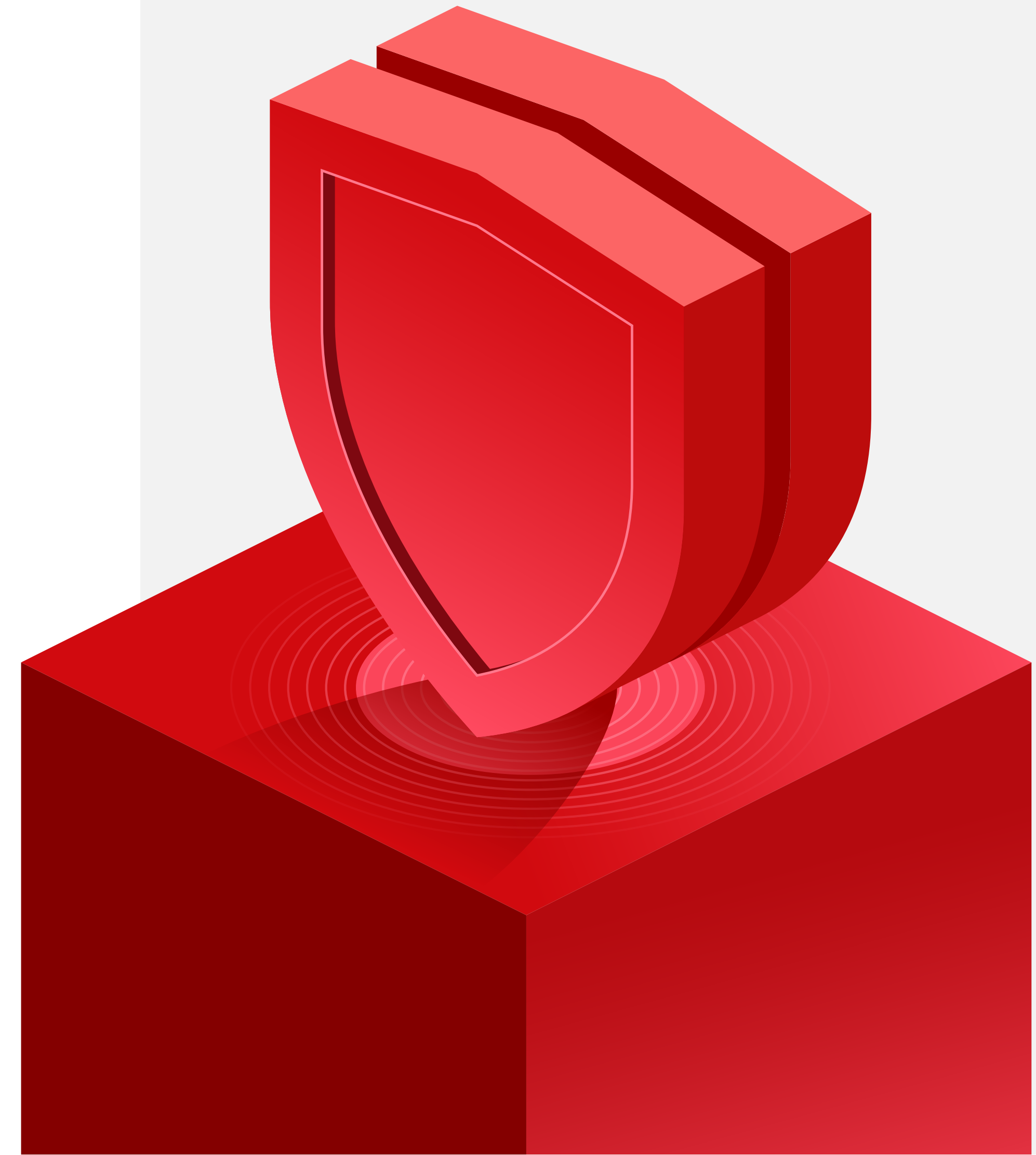
Leads can be delivered via Excel/CSV, CRM integrations (HubSpot, Marketo), or API connections.

Data fields are customisable, including name, job title, company, industry, location, email, phone, asset downloaded, and qualification answers.

Leads are delivered within 24 to 48 hours, allowing teams to act quickly while interest is highest. This highlights efficiency and timeliness.

Compliance and data privacy

We maintain compliance across all major global regulations, giving confidence that every lead is legally and ethically sourced. Consent is captured at the point of registration, ensuring ethical data collection and responsible use.



Let's build a lead generation campaign
that fits your funnel, market, and growth goals.

Contact Business Reporter to discuss your next campaign.

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BUSINESS REPORTER

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