



Pay-for-Performance Lead Generation Solutions!

Reach More than 5,000,000 Active and Engaged Professionals Across 14 Industries



Pay-for-Performance Content Marketing & Lead Generation Solutions

Don't wait for the next event to engage with prospective customers and forge new relationships!

Tap into the power of Lead Marvels and reach our active and engaged audience of more than 400 transit agencies and over 20,000 public transit industry decision-makers to become a source of new business development leads!

Select Your Lead Type			
STEP 1	A. Standard Lead	First Name, Last Name, Email, Phone, Company Name <i>Lead data must be valid according to T & C's</i>	\$60 CPL
	B. Premium Lead	"Standard Lead" fields PLUS "Industry Professional" Filter <i>Leads are filtered to only transit professionals *</i>	\$75 CPL
<small>* "Premium Lead" is based based on leads selecting "Transit Agency" or "Government Agency/MPO/DOT" to "Company Type", and only those selections will be considered qualified and apply towards the program lead goal. Form completions that select "Consulting/Professional Services", "Manufacturer/Supplier/Vendor", "Construction Contractor/Manager", or "Other" will be "unqualified" and will not be delivered or apply towards the program lead goal.</small>			

Select Your Quarterly Lead Goal			
STEP 2	A. 50 Leads		
	B. 100 Leads		5% Discount
	C. 200+ Leads		10% Discount

1ST-TIME ADVERTISERS GET 10% DISCOUNT!

Fully-Managed Lead Generation Solutions

Publish thought leadership content such as a white paper, eBook, guide, report, and/or research.	Up to 3
Marketing tactics such as online marketing, social marketing and email marketing to drive traffic and leads.	YES
Online dashboard to track and monitor performance of content campaigns, as well as industry analytics.	YES
Leads delivered in real-time via email notifications as well as optional CRM integration.	YES

Additional Services and Opportunities

Data Points	Additional form fields to collect data point(s)	\$5 / data point (max 3)
Filters	Additional form fields to filter leads based on specific selections/answers to form fields	CPL TBD
White paper	4-pages custom written in-depth report or guide. 8-10 pages in total length.	\$3,750 flat fee
Lead Nurturing	Automated outreach campaign to begin after the lead is received.	\$750 / mo (3-mo min)

All campaigns will incur a flat \$100 "Monthly Maintenance Fee".
This fee covers the basic costs associated with building, maintaining, and hosting your content, campaigns and dashboard on our sites and servers.





Frequently Asked Questions

1. *What are the requirements regarding content?*

Client must provide Lead Marvels with genuine, insightful, thought-leadership content, such as a 'Guide', White paper, eBook, Report, or Research; content must not be solely self-promotional or commercial in nature, which may be rejected. Video content and On-demand Webinars are reviewed on a case-by-case basis.

2. *Can I customize the 'lead form'?*

Yes, lead forms can be completely customized. Additional questions can be added to the form to collect data points, which will increase the published Cost Per Lead (CPL) rate by \$5 per question/field (maximum of 3 fields). Furthermore, filtering can be applied on a question/field as well, which will also increase the published CPL. The increase will be calculated on a case-by-case basis based on the anticipated ratio of "qualified" leads to "unqualified" leads.

3. *What happens when the "lead goal" is reached before the contracted 'end date'?*

The lead goal may be fulfilled at any point during the program term. Unless additional leads are purchased, your campaign will terminate when your lead goal is met, and your content will then be removed.

4. *What happens if the "lead goal" is not reached by the contracted 'end date'?*

If your contracted lead goal is not met by the contracted end date, Lead Marvels may elect to extend the agreement in 1-month increments until the lead goal is achieved.

5. *What happens if qualified leads exceed the "lead goal?"*

Any qualified leads generated in excess of the "lead goal" will not be delivered or billed. They will be available for purchase as "surplus leads" at the contracted CPL.

6. *Are there any fees in addition to the CPL?*

Yes, there will be a flat \$100 "Monthly Maintenance Fee". This fee covers the basic costs associated with building, maintaining, and hosting your content, campaigns and dashboard on our sites and servers. The Monthly Maintenance Fee will be billed each month that your program is live, whether you receive leads or not. Furthermore, if your program expires and you would like to keep your content and dashboard live, without purchasing more leads, you may do so as long as you're paying the Monthly Maintenance Fee. In such cases, no promotions will be scheduled until additional leads are purchased. Any qualified leads generated during this period will be stored as "surplus leads" and available at the contracted CPL.

7. *Can I relaunch an expired program in the future?*

Yes, after your content is removed you may relaunch an expired program at any time. The current published CPL rates will apply; previously negotiated discounts and CPL rates will have expired.

8. *Can you integrate with my CRM?*

Yes, we can integrate with your CRM through Zapier webhooks, which requires the Client to have an active "Professional" level (or above) Zapier account.

High-Quality, Targeted Content



Plug into our experience and let the Lead Marvels content team create high-quality content assets to power your lead gen campaign. Plus, after your campaign ends, you will own the full rights to the content for future use.

Formats include: white papers, guides, case studies, ebooks, infographics, research-based reports, and more.



More leads.

Your content will influence your prospects' first impression of you. Targeted content attracts the right kind of prospect. And high-quality content attracts more of them.



Higher quality leads.

Valuable educational content creates more informed buyers, resulting in more qualified leads for you when you contact them.



Trust in your brand.

Prospects will attribute the quality and usefulness of your content to their perception of your brand. Good content builds trust and authority among potential buyers.

Contact your Lead Marvels account executive for details.

Already have content? Let Lead Marvels perform a free content audit to score your content's potential effectiveness.

Content Rate Card

FORMAT	DESCRIPTION	RATE
Executive Brief	A short summary paper intended to distill a large and more complex issue into an easily digestible format. Does not include a solution.	2 pg: \$2,750
White Paper	An in-depth report about a complex topic or issue customers and prospects are struggling with, offering the issuing company's solution to the problem.	4 pg: \$3,750
		6 pg: \$5,750
		8 pg: \$6,500
Guide	An educational guide instructing customers and prospects how to solve a problem and positioning the issuing company as an expert.	4 pg: \$3,750
		6 pg: \$5,750
Case Study	A detailed examination of how a customer used and benefited from a company's products/services in order to demonstrate for future customers the tangible benefits of the company's solutions.	8 pg: \$6,500
		2 pg: \$3,000
Ebook	A heavily designed, more interactive educational overview of a topic that is broader in scope.	6 pg: \$5,750
		8 pg: \$6,500
		10 pg: \$7,250
Infographic	A visual representation of information or data designed to educate customers and prospects about industry trends and topics in a visually engaging manner.	4 data pts: \$4,000
		8 data pts: \$6,000
Research Package	A ten-question survey of client database on a topic that aligns with a desired thought-leadership position. This includes a 4-page white paper based upon the research findings and an optional infographic.	Survey + White Paper: \$8,750 Add-on infographic (4 data pts.): \$3,000