Originating Domain:
Your Lead Optimization Superpower

activeprospect

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Optimizing media spend by source or placement is a fundamental part of a media buyer's job. It's a constant balancing act of increasing budget allocation for a high-performing media source, while decreasing spend for those that are not meeting expectations. This becomes much more challenging when buying internet leads, because a "source" in the world of online lead generation can be an unreliable and easily manipulated data point. Lead buyers must constantly think about how to best allocate their budget and per lead price in each placement.

Since they often lack visibility into the actual site where the lead originated, many media buyers are forced to optimize based on the lead vendor supplying the leads and the vendor-supplied identifiers for their sub-vendors or sites. Unfortunately, this is a fundamentally flawed approach. Lead vendor data is not a reliable way to evaluate lead spend or quality, and this in turn results in poor budgeting choices.

Fortunately, ActiveProspect has solved this problem. We provide independent, verified originating domain data with every internet lead. Read on to learn why true lead source data is so important, and how ActiveProspect's TrustedForm solution will revolutionize your lead budgeting and optimization.

Types of **Source Data**

But first, a brief lesson in source data. When dealing with internet leads, there are two main types of source data: the site or landing page that generated the lead, also called the originating domain, and the traffic source that drove the user to that site. Lead vendors often aggregate leads from multiple sub-vendors. These vendors both generate leads from their own sites and buy leads from other vendors. Each site that generates leads uses different sources of traffic to drive visitors to that site to create those leads.

It is a complex and interconnected ecosystem, but let's focus here on the sites that generate the leads.

Lead Quality: **Site Matters**

The goal of every lead buyer is to acquire the leads most likely to become customers, and the most important factor in lead quality is the intent of the user. **Is this person actually interested in your product or service?** Knowing the site that generated the lead is essential to answering that question.

Imagine you're a lead buyer for a home security company. **It's pretty clear which of these sites would generate higher quality leads for your business.** People who understand what product they are expressing interest in are far more likely to convert to customers.

The Lead Supply Ecosystem: **It's Messy**

It's tempting to imagine the online lead generation space like this: Media buyers purchase leads from a set of vendors who reliably sell leads from a consistent, clearly defined set of sites (often tracked using codes called sub-id or aff-id).

It makes sense to treat the **"source"** as the combination of the **vendor and sub-id**. Unfortunately, the reality is far more complicated:

> Leads actually come from a vast network of sub providers that are often **hidden beneath the surface**.

These invisible but interconnected relationships make it nearly impossible to identify the true "source" of the lead without the help of an independent third party to verify the domain where the lead originated.
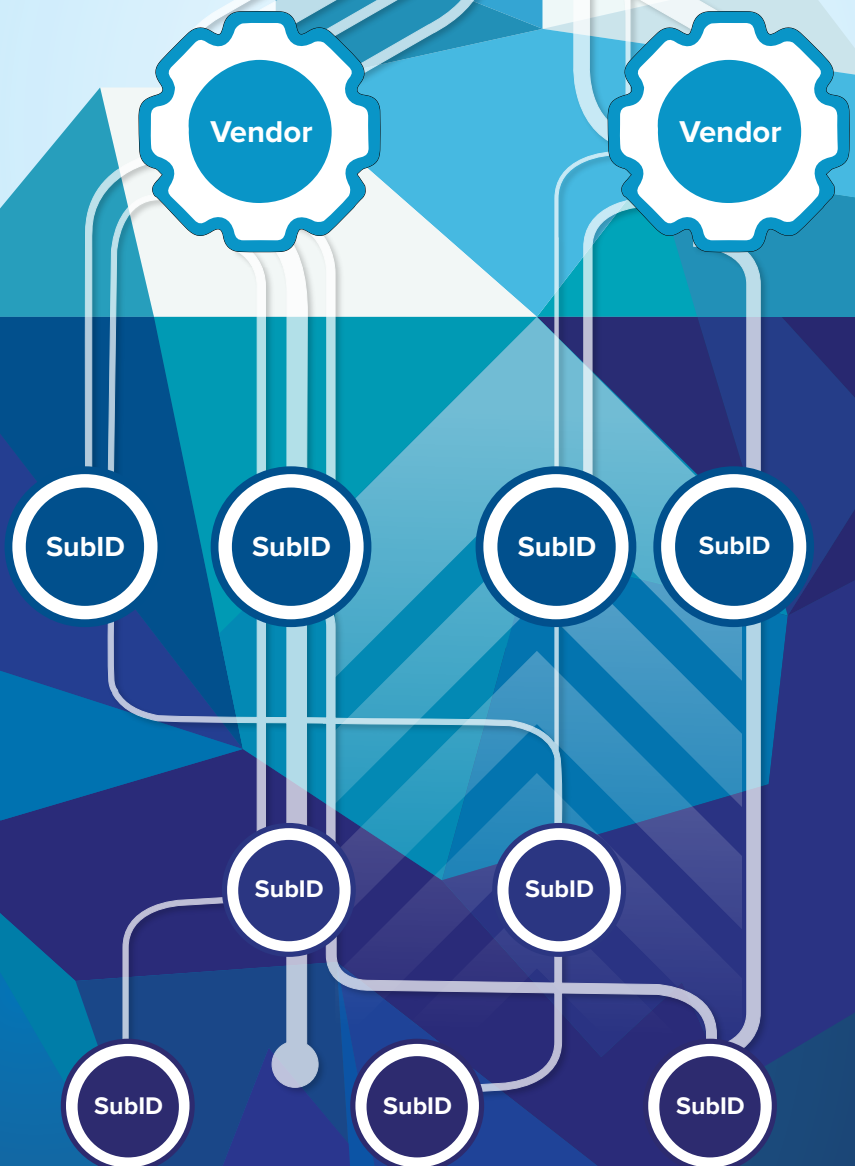
Shed light on your problem lead sources from **bottom to top!**

Lead networks can be tangled and hard to see.

Vendor

Vendor

SubID

SubID

SubID

SubID

SubID

SubID

SubID

SubID

SubID

Eliminate Weak Sources - **Permanently**

While problematic for marketers, the online lead market works very well for publishers. Sub-vendors gravitate to the vendors that offer the highest payouts or allocate the most volume. As a result, relationships are always shifting. **Different source identifiers could represent a single website that is generating the leads.** Since sub-vendors are often unknown to the end buyers, they can take advantage of their anonymity by contracting through other intermediaries if they are ever shut off.

In the example below, there is no way to stop **SoSoLeads** from supplying your leads without having a consistent identifier for this source. They simply move around within your supply network, while you're forced to dodge lead flow cracks hidden beneath the surface.

Sub-id's and affiliate IDs serve a useful role by tracking the traffic source used to generate the lead on that site, allowing you to provide granular feedback for your partners. **But because they don't identify the true lead source, the originating, their value is limited.**

Mitigate **Dependencies & Risk**

This **lack of visibility** is not just about lead quality. Savvy lead buyers also diversify across multiple suppliers to mitigate risk and maintain negotiating leverage. However, due to the visibility problem, you could be splitting your budget across multiple lead vendors without realizing that you are relying on the same underlying sources to generate the leads.

In the example below, while you believe you are diversifying your lead supply across separate vendors, **the majority of leads are coming from a single domain.**

SoSoLeads supplies the MediaBuyer via multiple vendors with the potential for more. If SoSoLeads stops running your Awesome Product campaign, your entire lead flow could be shut off.

1

You, the Media Buyer at Awesome Product, receives leads from **Vendor A tagged as subID77**. Unbeknownst to you, **subID77** is a **company called SoSo Leads, that operates the domain SoSoLeads.com**.

Vendor A

4

SoSoLeads is back in business, selling you leads. Eventually you realize that you are once again getting poor quality leads from **SoSoLeads.com, aka subID88**, and you eliminate that lead source. *Again*.

Vendor B

SubID 77

SubID 88

2

You determine these leads are poor quality, so you ask **Vendor A to turn off subID77**, which they do.

3

However, **SoSoLeads.com** would still like to profit by generating leads for your company, so they **contract with your Vendor B**, who tags them as **subID88**.

SoSo Leads.com

trustedform

powered by activeprospect

Tracking the originating site for **every lead**

Understanding the true origin of every lead is critical to successfully optimizing your campaigns, and the most reliable way to track a lead source is by the website where the lead was collected.

> Optimize your campaigns based on the true source: *the originating domain.*

There's no need to worry about the complex relationships in your supplier network, or whether a lead source is hopping between lead vendors. You don't have to contemplate how many layers or hops are between you and the originating domain; you just need to track which sites are performing and adjust your price accordingly.

√ Certificate of Authencity

Page URL: *https://www.SoSoLeads.com*

View Snapshot >   View Replay >

Visited:	Feb 20, 2021	8:31:08 PM CST
Time on Page:	2 min, 43 sec	
IP Address:	172.88.223.7	

The solution for **reliable site information**

Until now, you would ask your lead vendors for source information and **cross your fingers** that it is accurate. Not anymore.

> TrustedForm is an independent lead certification service that allows buyers to verify the origin of the leads they are buying.

We independently verify the website (or site identifier) where the lead originated, so that media buyers can use it to optimize lead buying campaigns. Reduce wasted spend and focus your budget on the best-performing sources to drive the highest possible conversion rates.

Gain a clear line-of-sight to your originating domain data for every lead source.

Identify your best lead sources and domains.

Manage risk and dependencies.

Block non-performing sources (and be sure they *stay* blocked).

With **TrustedForm** originating domain data, you will be confident about where your leads are coming from, and flex your lead optimization superpower.

Make **Real-time Bidding** more effective with **TrustedForm** lead event data.

Lead buyers who use real-time bidding to buy leads know that more information enables better decisions and a competitive advantage. Buyers need as much information upfront on the ping as possible to make the right decisions.

Use Originating Domain to make better decisions not only about which leads to buy, but what price you want to pay.

When TrustedForm generates a certificate, it also captures a wide range of information, including origination domain, about every lead - information you can leverage as part of your LeadConduit real-time bidding workflow.

Real-time Bidding	**or**	Enhanced Real-time Bidding

$ 5.00 Per Lead
State	=	CA
Age	<	25
Gender	=	Male

$ 7.00 Per Lead
State	=	CA
Age	<	25
Gender	=	Male
Submit Time	<	2 min
Device	=	Mobile
Text Scan	≠	free
URL Name	≠	freebie.com