

How to Package LeadPost as a Retainer

LeadPost is built to be productized. This guide shows agencies how to bundle visitor identification, enrichment, retargeting, and insights into a recurring service.

WHY LEADPOST WORKS AS A RECURRING SERVICE

The challenge it solves for your clients	Why clients keep engaging	How it creates client stickiness	How It improves your client relationships
98% of site visitors leave without converting. Clients can't act on those leads without LeadPost – and they can't run it effectively without your agency guiding the strategy.	LeadPost unlocks the ability to act on leads who haven't yet converted or engaged further. Clients get the data and their agency now has the tools to take action on those leads on their behalf	You control the sub-account, the strategy, the reporting, and the results. Switching means losing the workflows, audiences, and data you've built – high cost for the client.	White-label controls mean clients see your brand, not LeadPost's. You own the relationship and the results. Over time, you become the system of record for lead intelligence.

⚠️ AGENCY BEST PRACTICE

The best agency relationships are ones where the agency takes action on behalf of the client – not just passes leads over. Agencies that simply hand off lead lists see the lowest retention. The agencies winning with LeadPost are the ones using the intel to run email sequences, direct mail, and ad campaigns on their client's behalf. That's where the real value and the stickiest retainers are built.

HOW TO PRICE LEADPOST SERVICES

The packaging & pricing examples below are illustrative. Adjust them to fit your margins, clients, & business model.

EXAMPLE #1

Visibility Package

Suggested: \$500–\$800/mo

WHAT TO INCLUDE:

- › Visitor identification (B2C or B2B)
- › CRM Sync to client's platform
- › Audience setup & suppression
- › Monthly report highlighting leads identified

Best for: clients new to visitor ID. Agency manages setup, reporting, and strategy – not just lead delivery.

EXAMPLE #2

Retargeting Package

Suggested: \$1,200–\$2,000/mo

WHAT TO INCLUDE:

Everything in Visibility Plus the Following:

- › Email Retargeting (managed sequences)
- › Social & display audience syncs
- › Segmentation by page & intent

Best for: clients running paid ads or email who want their agency actively working the lost traffic on their behalf.

EXAMPLE #3

Full Funnel Package

Suggested: \$2,500–\$4,000/mo

WHAT TO INCLUDE:

Everything in Retargeting Plus the Following:

- › Direct Mail Retargeting (targeted postcards)
- › Data Enrichment for CRM records
- › Full attribution and matchback reporting

Best for: high-ticket B2C or B2B (automotive, real estate, insurance, professional services).

EXAMPLE #4

Per Lead Model

Charge per identified lead

HOW IT WORKS

- › Client pays per verified lead delivered
- › Agency marks up LeadPost cost per lead
- › Works well as a trial or performance model
- › Add management fee on top

NOTE: This model works, but tends to produce less sticky retainers. Pair with campaign management to improve retention.

WHAT TO CHARGE CLIENTS — EXAMPLE MARKUP GUIDE

Component	Suggested client price	Potential margin	Notes
Lead identification	Custom — based on volume and client tier	40–100%+	One agency account, unlimited clients. Your cost varies by credit tier
Email retargeting	\$0.07–\$0.10/delivery	75–150%	Or bundle into a flat management fee. Easiest channel to mark up.
Direct mail	\$1.25–\$1.75/card	60–80%	High perceived value. Easy to show ROI vs. cost per card sent.
Social and display	\$0.12–\$0.15/record	100–150%	Bundle with email for a multichannel package upsell.
Agency management fee	\$300–\$800/mo	100%	Setup, reporting, optimization, client comms. Always charge this.

⚠ IMPORTANT NOTE

LeadPost operates on a credit system — your cost per credit varies by volume tier. Contact your LeadPost Success manager for your agency rate before setting client pricing. Margins above are illustrative ranges based on typical agency markups.

HOW TO PITCH LEADPOST AS A RETAINER SERVICE

The one-sentence pitch

"Right now, 98% of your website visitors leave without converting — and you have no idea who they are. We can identify up to 40% of them, sync their contact info to your CRM, and automatically follow up across email, ads, and direct mail on your behalf. Most clients see new leads in the first week."

The ROI framing

"You're already paying for the traffic — paid search, social, SEO. LeadPost lets you get more out of every dollar you've already spent. Instead of losing 98% of your visitors, we capture and re-engage the best ones. For most clients, one or two converted leads per month more than covers the retainer cost."