

Use this guide to pitch LeadPost to prospective agency clients. It covers how to tailor your pitch for B2B vs. B2C audiences, the best ways to frame the ROI conversation, and how to handle the most common objections you will encounter.

HOW TO OPEN THE CONVERSATION

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 are already paying for the traffic — paid search, social, SEO. LeadPost lets you get more out of every dollar you have 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.

TAILORING THE PITCH | B2B VS B2C

B2B CLIENTS — KEY ANGLES

- > Identify anonymous visitors and match to company and contact records
- > Enrich CRM with job titles, firmographics, and work emails for outbound
- > Layer retargeting into ABM campaigns and reach the same account across channels
- > Longer sales cycles mean more touches — email, ads, and direct mail compound over time

B2C CLIENTS — KEY ANGLES

- > High-volume visitor identification for eCommerce, automotive, real estate, home services
- > Direct mail postcards convert anonymous visitors at proven CPAs (Check out our proof points on the next page)
- > Email retargeting within 1 hour of visit dramatically improves connect rates
- > Demographic enrichment helps segment by age, income, homeowner status, and more

HANDLING OBJECTIONS

Objection	How to Respond
"We already have enough leads."	Reframe it as lead quality, not volume. Ask: "What percentage of your current leads actually close?" Then offer LeadPost as a way to find more of the right ones — people already showing interest.
"We are not sure about data privacy."	LeadPost operates exclusively in the United States and adheres to all applicable US state and federal regulations. Data is sourced from third-party partners who require opt-in consent for data collection. You can offer suppression rules and unsubscribe management as part of your setup service. Please Note: this is not legal advice. Clients with specific compliance questions should consult their attorney.
"Can we just try it for a month?"	Offer a 90-day starter commitment instead. Month one is setup and baseline. Months two and three are where segmentation sharpens and retargeting results build. That is when the real ROI story starts.
"This seems expensive."	Bring it back to cost per lead. If LeadPost generates 50 identified leads at \$800/mo, that is \$16 per lead — often cheaper than paid channels. Show the math against their current CPL to put it in context.

PROOF POINTS TO USE WITH CLIENTS

Use these proof points in your pitch conversations and proposals. All three campaigns used LeadPost visitor identification paired with direct mail retargeting — showing what is possible when an agency takes action on behalf of their client rather than just passing leads over.

AUTOMOTIVE

\$34 CPA

7 vehicle sales from anonymous visitor postcards

A dealership ran direct mail retargeting to anonymous site visitors. The campaign drove 7 vehicle sales — including 4 of the exact models featured in the postcard — at just \$34 per sale.

REALESTATE

5 Home Sales

From a single 6-week postcard campaign — Ryan Homes

Ryan Homes sent postcards to 838 anonymous site visitors over 6 weeks. The campaign resulted in 5 closed home sales directly attributed to the direct mail outreach.

INSURANCE

43% Lift

Higher conversion rate among direct mail recipients — VSP

VSP sent postcards to 35% of non-converting visitors and held out a control group. Recipients converted 43% higher than those who did not receive a postcard.

HOW TO USE THESE IN YOUR PITCH

Situation	How to frame it
Client sells high-ticket products or services	Lead with the automotive case. If one lead equals one sale, the math is simple. A single closed deal from LeadPost pays for months of the retainer.
Client is skeptical about direct mail	Use the VSP insurance case. The 43% lift was measured against a control group — it is a clean, defensible proof point that direct mail retargeting moves the needle.
Client asks "how fast will we see results?"	Ryan Homes saw results within 6 weeks from a standing start. LeadPost identifies visitors immediately — the first postcards can go out within days of setup.
Client wants to know what makes this different	These are not retargeted ad clicks — these are identified people who visited the site and received a physical postcard. It is a channel most competitors are not using.

⚠️ A NOTE ON ATTRIBUTION

All three proof points above used matchback attribution — comparing the list of postcard recipients to actual closed sales or conversions. When you set up a LeadPost campaign for a client, always include a control group or matchback mechanism so you can show the same kind of clean ROI. LeadPost's built-in attribution tools make this straightforward to set up and report on.