

A New Dimension To Respondent Generation?

ITTS respondent generation is a dynamic and alternative approach to using media syndicators to not only find organisations interested in your product but to uncover sales ready leads.

Stage One

Our Respondent Generation model avoids delivering irrelevant contacts, such as academics, consultants, competitors and the idle-curious. We also eradicate companies for whom your campaign isn't appropriate - perhaps too small or from overseas.

We supply appropriate company data to ensure that the people we speak to are drawn from relevant organisations for your offering. We then navigate to an appropriate contact, validate that the contact is relevant to your offering and propose we share with them via an email the

agreed piece of relevant collateral (white paper, case study etc). We also seek approval for a further feedback follow up call.

“ Unlike my media syndicator, all the ITTS respondents had relevant responsibility or direct interest ”

The Benefits

With traditional media syndication, the client pays for every contact, yet around 40% typically are found to be not relevant. So, if you pay £100 per contact it actually costs closer to £167 per relevant contact.

With ITTS, you only get relevant respondents, and at our entry level pay per respondent price of £70, this offers

with equivalent investment our client got...

Option 1 Traditional Media Syndicator

124 unqualified contacts
40% are irrelevant
only 49 viable contacts
No projects, meetings or pipeline

a massive saving on your average respondent spend.

Stage Two

In this part of the process, we hand over the contacts who agreed to a feedback call to our SR team – all of whom are highly experienced, ex IT sales people, capable of nurturing opportunities and turning interest into qualified leads.

Typically, this isn't something that's integrated into the services provided by a media syndicator. They supply basic contact data to the client, who either passes this to their internal team or a 3rd party agency, such as ourselves, to follow up. This disconnect has a detrimental effect as it usually leads to significant

delay between the respondents interaction and them being followed up.

By using our integrated, two stage respondent generation we are able to follow up and nurture opportunities within the contacts' brief window of interest.

As can be appreciated, your follow up process is costly – but bear in mind

Option 2 IT Telemarketing Respondent Generation

200 qualified contacts
100% relevant
23 embryonic, sales ready opportunities, with 5 appointments made *

that with current media syndicators, 40% of respondents passed to be followed up aren't actually relevant. Therefore, 40% of the follow up budget is, in effect, wasted even before the calling has begun.

With our model, the Stage 2 call is only ever targeting relevant contacts, in relevant companies who have actually agreed to a follow up call. As we only have a pay by result charge of £70 for this stage 2 call if we reach the contact, our process ensures your budget is protected - so your respondent generation investment works harder, smarter and achieves better quality results for substantially less spend.

Media Syndicator



ITTS Respondent Generation



Contact our sales team
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