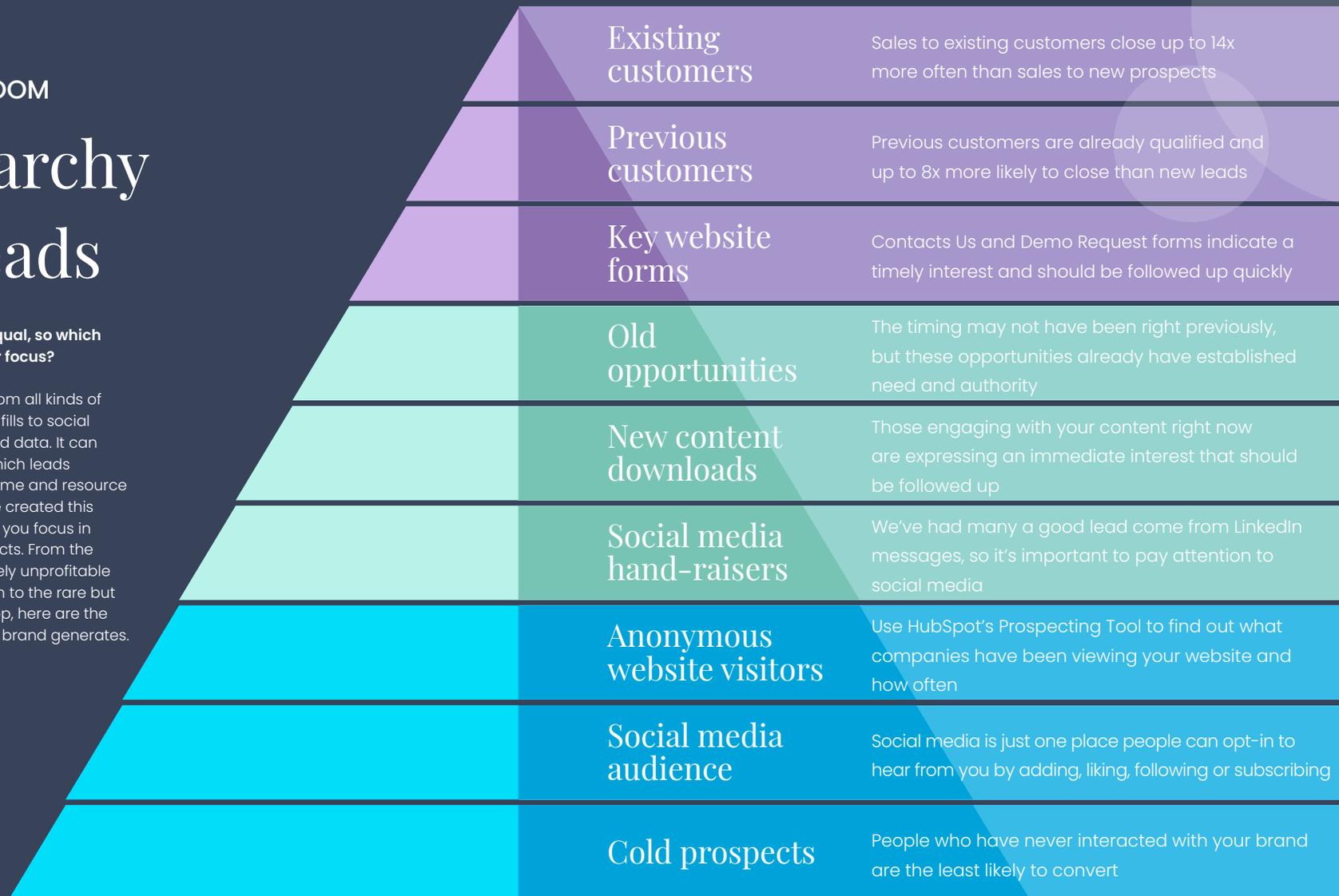


THE BBD BOOM

Hierarchy of Leads

Not all leads are equal, so which ones demand your focus?

Leads can come from all kinds of sources, from form fills to social media to purchased data. It can be hard to know which leads deserve the most time and resource allocation, so we've created this infographic to help you focus in on the right prospects. From the numerous but largely unprofitable leads at the bottom to the rare but ideal ones at the top, here are the types of leads your brand generates.



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