

FOR SALES & MARKETING LEADERS TIRED OF GUESSING

You Don't Have A Lead Problem. *You have a guessing problem.*

And it's costing both departments more than either one realizes.

“ I understand your pain — because I’ve heard it as a marketer for almost 30 years. “*We need more leads.*” “*The ones we have aren’t qualified.*” “We’re not even targeting the right people.” I’ve sat in that room, on both sides of the table, at nearly every company I’ve worked with. It’s usually framed as somebody’s fault. It’s not. Volume, qualification, and targeting have always been the same problem — nobody had a clean, accurate way to act on it at scale. *Data doesn’t lie. And, AI finally made it possible to use it. That’s what MD LeadFlow is.*

— Meg Dubbs, MD Marketing & Design

WHAT SALES SAYS

- These leads aren’t qualified.
- We’re chasing people who were never going to buy.
- Marketing doesn’t understand who we actually need.



SAME PROBLEM.
DIFFERENT
BLAME.

WHAT MARKETING SAYS

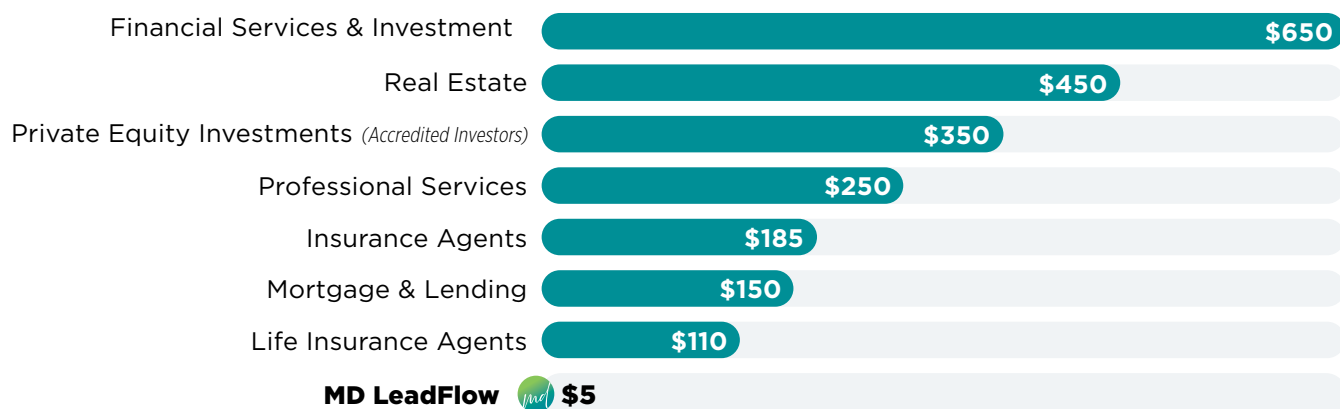
- We’re generating real volume.
- Sales isn’t working what we send them.
- We’re guessing at demographics, not demand.

One fix ends both arguments: **real people already in-market** for what you sell.

THE PROOF, UP FRONT

Everyone else is paying *a lot more* for *a lot less*.

Average cost per lead by industry, vs. MD LeadFlow’s effective cost per Active In-Market Lead.



Every dollar targets a real, identified in-market buyer — not a broad audience.

At \$5 a lead the math works even if only a fraction convert. Traditional CPLs can’t say the same.

Flat pricing means no per-lead metering or surprise invoices as volume scales.

Industry figures are blended 2026 CPL benchmarks compiled from public lead-gen industry reports; ranges vary significantly by source, market, lead exclusivity, and line of business.

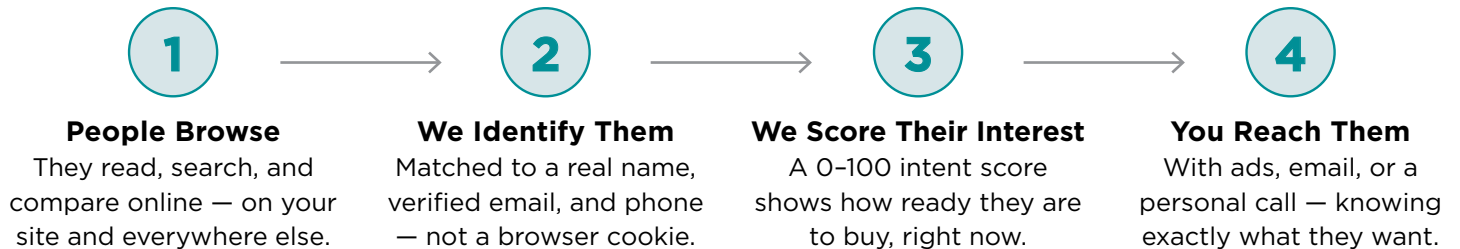


MARKETING
& DESIGN

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HOW IT WORKS

Four simple steps turn a *stranger* into a *real lead*.



BEYOND YOUR WEBSITE

We watch the *whole picture*, not just your site.

Same person. Every touchpoint. One name.

The same person reading an article, searching for rates, or browsing a competitor's site is still one real, identifiable person. We connect all of it back to them — so you can reach the right person at the right moment, not just the ones who happened to land on your homepage.

Benefit list:

- Reading a competitor's pricing page right now
- Searching industry terms elsewhere on the web
- Reading an article about the exact problem you solve

This runs on the same ad-exchange data infrastructure that powers Google and Meta advertising — *standard, consented web-advertising data, not scraped or hacked information.*



MORE INFORMATION. NOT LESS.

The part every sales rep & marketer *actually wants*.

Would you ever say no to knowing exactly what to sell someone — *before you ever make the call?*

In almost 30 years in this industry, I've never met a salesperson who didn't want more information before dialing. I've never met a marketer who didn't want to know exactly what a prospect is searching for before writing the pitch. MD LeadFlow hands both departments the same answer, at the same time — before the call happens, and before the campaign launches.

Identity

Full name · Age range · Gender · Marital status

Contact Info

Personal & work email · Mobile · Direct line — each verified

Where They Live

Home address · City, State, Zip · Homeowner status

Job & Career

Job title · Seniority · Department · Company history

Employer Details

Company name · Industry · Size · Revenue · HQ address

Online Presence

LinkedIn · Facebook · X/Twitter · Profile photo

Household & Lifestyle

Income range · Net worth · Children · Homeowner

What They Want

Topic researched · Category · Intent score

101 data points captured behind every single name on the list

THE PART EVERYONE MISSES

Marketing & Sales *both* win!

MARKETING WINS

Delivers real, in-market individuals — not vague personas or broad demographics.



REAL PEOPLE.
NOT SHOTS IN
THE DARK.

SALES WINS

Gets a name, a score, and a real reason to make the call — every time.

Intent-based leads end the argument — not by picking a side, but by removing the guesswork both sides were arguing about in the first place. Nobody has to carry the blame for volume, qualification, or targeting, because for the first time, *it's the same list, and it's built on real behavior.*

SIMPLE, TRANSPARENT PRICING

One flat rate. *No tiers, No metering, No surprises.*

\$1,500

One-time setup fee —
every industry, every client

\$2,500/mo

Up to 500 Active
In-Market Leads / month

\$5,000/mo

Up to 1000 Active
In-Market Leads / month

Let's find your *next 50 leads*.

Book Your Strategy Call



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