



# Data Asset Management



## ***Funnel Lead Marketing - Taking lead generation one stage further***



**Yashin Sarnaik, Product Manager for Eaga, describes the importance of Lead Marketing in their customer acquisition campaigns.**

Eaga is one of the largest national suppliers of heating and renewable energy in the UK. At the forefront of the carbon economy, Eaga are committed to delivering improvements in energy efficiency across the residential and commercial sectors.

Working in consultation with public bodies, government departments, charities and commercial organisations, Eaga help their clients make better use of their energy and water resources and build community programmes that have a positive and lasting impact on the environment.

Committed to developing products and services that reduce carbon emissions and limit the negative impact on the environment, Eaga continually strive to improve their customer's quality of life both in the home and in the workplace.





**At Eaga we work with a number of affiliates and referral partners to generate leads and customer referrals for a broad range of consumer-focussed, energy-saving products and services. Our in-house Data Management team is responsible for managing all of our existing data sets, including our customer profiling, propensity modelling and permissions.**

In order to achieve ROI, it's essential that we continually generate high volumes of good quality leads and referrals in predictable volumes. Moreover, our lead and referral strategy needs to be flexible enough for us to be able to ramp-up volumes at short notice if required. Due to the nature of the schemes we operate, it is imperative that the processes and routes used to generate referrals are robust, auditable and can stand-up to close scrutiny from 3rd-party regulators.

Funnel Lead marketing support us in the generation of referrals and leads for our energy-saving devices, domestic insulation and domestic energy-efficient heating systems. They consistently deliver large volumes of quality leads and their flexible approach has enabled us to increase volumes at short notice. Most importantly, Funnel's unique business model combined with their honest and open attitude has helped us to deal with any campaign issues or queries quickly and cost-effectively.

As our portfolio of energy-efficient products and services continues to grow, we hope to implement an increasingly powerful lead generation strategy with the help of experts like Funnel. In addition, we will continue to look for new marketing channels that support the continued growth of our organisation.

I would advise anyone wishing to generate large volumes of consumer referrals to invest a bit of time and money into lead generation. And, to ensure continued success, choose a partner with a strong pedigree and a results driven record of accomplishment that hinges upon good account management. Problems inevitably arise during campaigns and the only sure-fire way to resolve issues quickly and comprehensively is by working with knowledgeable and capable account handlers who put your best interests first.

We put our faith in Funnel Lead Marketing because they have delivered excellent results to their clients, including some of the largest consumer brands in the world, which has paid dividends through the duration of our working relationship.

