



Premier Lead Vendor Directory

March 2024 Update

Vendors in Bold Denote DBAs and are Listed Under Both Their Operating & Legal Name

Vendors in Rows Highlighted in Light Green with • are Used Frequently

#	•	COMPANY	TYPE OF LEAD or SERVICE	PHONE	PRIMARY CONTACT	EMAIL	WEBSITE	PRICES & OTHER DETAILS
1	•	HBW Leads, LLC / Blitz Sales Software	CRM tool to help manage and organize leads, dialer accounts to help create more efficient calling Tele-marketed leads for Life and Med Supp	419-386-0710			Go to website	CRM tool to help manage and organize leads, dialer accounts to help create more efficient calling, tele marketed leads for life and Med Supp.
2	•	Kramer Direct - a division of Dialog Direct (South Shore/ Kramer Direct /HealthLogix)	Lead Generation: Direct Mail	(888) 572-6373	Chris York	info@kramerdirect.com	Go to website	Contact Vendor for Prices
3	•	Lead Concepts, Inc.	Direct Mail, Lead Lists, Promotional Products & Trade Show Materials	(800) 283-0187 Ext. 114	Steve Weir	steve weir@leadconcepts.com	Go to website	LeadConcepts.com - Customer Portal: <ul style="list-style-type: none"> • Direct Mail, lead lists, promotional products, trade show materials. • We offer Final Expense lead mailings for \$495.00 per 1,000 and Medicare Supplement lead mailings Starting at \$500.00 per 1,000. • We offer your agents Leads for underwritten Medicare Supplements, Turning 65 and Final Expense Life insurance. We also offer Consumer Data Lists, Promotional and Trade Show Items.
4	•	Leads 2 Success	Direct Mail & Lead Lists; List Service	(877) 888-1322 (336) 472-1322; Ext. 1801	Greg Swaney	gsswaney@leads2success.com	Go to website	Direct Mail Lead Lists <ul style="list-style-type: none"> • \$412-\$447* per k depending on piece. • List price \$25-35* per thousand. • We also offer a cost per lead for Final Expense, Medicare, and T-65 leads (price depends on area but ranges from \$28-\$38 per lead) *
5	•	Senior Direct (Target Leads)	Direct Mail & Lead Lists	(800) 723-5254 (469) 402-0251 469-402-0254 (Travis Buck)	Michelle Bardin Travis Buck - Account Executive	michelle@targetleads.com Travis@targetleads.com	Go to website	• Our primary lead source is Medicare and the cost is \$470 per 1,000 mailers. The turning 65 mailers are \$485 per 1,000.
6	•	SuperLeads.com	Internet Leads & Aged Leads/Live Call Transfers	(855) 871-7255, Ext. 105 (303) 523-6291	Mary Wong	mary@uqdirect.com	Go to website	Medicare Leads: <ul style="list-style-type: none"> • Super Leads \$16.00 (Phone verified) (Must be statewide) \$14.00. • Super Leads Exclusive \$20.00 (phone-verified) (must be statewide). • Budget Leads \$4.00 (regular Leads) (Shared 3) (none scrub) \$3.00. • Super Lead is a lead verified by telephone with a live human caller (not computer). Super Leads are the best value and offer the highest opportunity for success. • Our call center has contacted the individual who has requested the quote and reconfirms their interest in health or life insurance. Plus 6 additional questions to expand the qualification of the consumer. Life /Health Leads <ul style="list-style-type: none"> • Budget leads \$4.00 (regular Leads) (Shared 3) (none scrub) \$2.00. • Super leads \$8.00 (Phone verified) (Must be statewide). • Super leads Exclusive \$16.00 (phone-verified) (must be statewide) \$14.00.
7	•	Tosten Marketing, LLC.	Website & SEO Service	(360) 223-2996	Taber T. Streur	taber@tostenmarketing.com	Go to website	Contact Vendor for Prices



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8		Advantage Press	Printing & Promotional Products	(254) 867-1800 (254) 867-6677		adpresswaco@gmail.com	Go to website	Contact Vendor for Prices
9		America's Recommended Mailers (ARM)	Lead Programs; Target Mailings; CRM Lead Systems; Seminar Programs	(800) 992-2722	Alexa Awe	alexa.awe@armleads.com	Go to website	Contact Vendor for Prices
10		Apollo Interactive	Internet Leads; Lead Generation; email marketing service providers; Advertising & Live Call Transfers	(310) 836-9777; Ext.: 1213	Jasmine Taylor	taylor@apollointeractive.com	Go to website	Contact Vendor for Prices
11		Aragon Advertising, LLC.	Live Call Transfers; Pay-Per-Call Network	(646) 525-4019	Eric Famoso	efamoso@aragon-advertising.com	Go to website	Contact Vendor for Prices
12		ArchiTech Software & Web Solutions, Inc.	Web Design/Internet Marketing	(813) 413-7065 (813) 815.4980	Scott Michie	scott@architechsw.com smichie@architechsw.com	Go to website	Cost is variable depending on each client's goals.
13		Benefitalign	Internet Marketing & Integrated VOIP Softphone with CRM	(888) 556-3382	Billinda Henderson	solutions@benefitalign.com	Go to website	Contact Vendor directly for prices & more details There is a one-time per agent/agency onboarding cost of \$99; CustomerEngage: \$ 595.00 Base; Phone: \$900; Email: \$300; Cost per platform per year: \$1,895
14		Cege Media Information (RocketReach LLC)	Lead Generation, Data Marketing, Insurance Sales, Life Insurance Lead Generation, Medicare Lead Generation	(385) 218-4000			Go to website	Pricing based on tiers, or quality of the lead, below are the factors we use to determine the tier: Tier 1: High end search and social traffic; Tier 2: Some social traffic, mostly email traffic, display and push; Tier 3: This is going to be linkout traffic, cheap display and some SMS. MEDICARE: Tier 1 \$20+; Tier 2 \$14-\$18; Tier 3 \$3-\$5. LIFE: Tier 1 \$20+; Tier 2 \$13-\$19; Tier 3 \$7-\$10. We also offer aged data if they would like a big bang for their buck. It gets down to \$.90 per lead at 90+ days old
15		Colby Direct Lead Generation	Internet Leads & Aged Leads	(443)440-5041 -Navya (410)703-3608- Kurt	Navya Hebbar Kurt Snyder	info@colbydirect.com	Go to website	Contact Vendor for Prices



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16		Cole Information Services, Inc.	Lead Lists; lead generation; Customize Own Demographics/Criteria Prospects	(800) 800-3271	Tyler Steenken Director - Strategic Partnerships	tyler.steenken@coleinformation.com	Go to website	<ul style="list-style-type: none"> • Cole Information: data-driven marketing solutions that boost your prospecting ROI • Prospect first-year homeowner x-dates! • Deploy hyper-local marketing campaigns to key insurance segments, such as renters, auto, and multi-line prospects. • Introduce your agency to an entire subdivision to stay-top-of-mind. • Search and sort indicators such as credit indicators, age, wealth, income, length of residence, hobbies and more! • Execute a solid multi-channel referral marketing campaign. • Create neighborhood buzz with custom audiences for strategic Facebook® <p>Monthly Limited Options:</p> <ul style="list-style-type: none"> • \$189.95/month per agent for the first month. • \$89.95 per month after. • Can cancel at any time. • Download up to 2,000 records each month. <p>Unlimited Option:</p> <ul style="list-style-type: none"> • \$995/year per agent. • Summer Promotion: \$795/year per agent.
17		Contactability	Pre-qualified prospects; Medicare, Life Calls & Leads	877-323-7750	Eric Chiasson Mark Overstreet	echiasson@smartfinancial.com mark@smartfinancial.com	Go to website	Contact Vendor for Prices
18		CSG Actuarial, LLC.	Quoting Tools, Software, Market Info	855-861-8776	Brien Welch	info@csgactuarial.com	Go to website	<p>Quoting Tools, Software, Market Information:</p> <ul style="list-style-type: none"> • The online quoting tools have expanded to the Medicare Advantage, Final Expense Life, Senior Dental, and Hospital Indemnity markets, with even more products in the works for 2020. • The actuarial consulting side has remained the foundation of the business, working with some of the top insurance and reinsurance companies across the country.
19		Data Axle USA (formerly Info USA/Sales Genie)	Direct Mail, Lead Lists, Internet Leads & Email Marketing	(402) 836-1254	Brian Armstrong Jennifer Lillion	brian.armstrong@infogroup.com jennifer.lillion@dataaxleusa.com	Go to website	
20		Dataman Group	Lead Lists	(800) 771-3282	Dave Tanenblatt	davet@datamangroup.com	Go to website	Contact vendor



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21	eQuoto (Metrix Holdings, LLC.)	Leads, Calls & Pre-Qualified Call Transfers/Live Call Transfers	(404) 217-8823	Daryl Goldstein VP Business Development	daryl@equoto.com	Go to website	Final Expense: <ul style="list-style-type: none"> • Pre-Qualified Call Transfers go for \$40 for a 120 second duration. These are produced at our call center from only digital leads that are generated from our Final Expense ad campaigns. • Call Verified Leads go for \$30-\$35. These are produced in the same exact way as Transfers but instead of a call a pre-qualified lead is produced that can be posted to you. Medicare Supplement: <ul style="list-style-type: none"> • Pre-qualified Call Transfers go for \$50 for a 90 second duration. These are produced at our call center from only digital leads that are generated from our Medicare digital ad campaigns. • Call Verified Leads go for \$40 - \$45. These are produced in the same exact way as Transfers but instead of a call a pre-qualified lead is produced that can be posted to you. • Premium Digital Leads - \$25. Exclusive. Real-time. Generated from our Medicare ad campaigns. Higher intent. • Regular Digital Leads - \$4.00 Exclusive. Real-time. Generated from our Medicare ad campaigns. Lower intent.
22	Exact Data	Lead Lists, Email Marketing & Direct Mail	(312) 292-5342	Ryan Kluck	rkluck@exactdata.com	Go to website	Contact Vendor for Prices
23	ExhibitDEAL, LLC.	Trade Show Displays & Materials	(866) 577-3325, Ext. 340 (954) 320-7537	John Cornell	jcornell@exhibitDEAL.com	Go to website	Contact Vendor for Prices
24	Financial Seminar Services	Medicare Seminar Mailings, Turning 65 Lists, Mailing Lists & RSVP Service/Direct Mail	(800) 508-5831	Blake Conant	blake@financialseminarservices.com	Go to website	<ul style="list-style-type: none"> • Primary lead source is selling 'Turning 65' lists and Medicare Seminars. • Cost to purchase 1,000 'Turning 65' list in 6 months records, cost \$120 or \$0.12 per record.
25	Go-Dog Direct	Lead Lists & Email Marketing	(402) 708-0861	Rob Sliva	rsliva@go-dogdirect.com	Go to website	Contact Vendor for Prices
26	iLeads.com	Internet Leads & Aged Leads	(949) 610-0122	Erik Tyndall	ETyndall@ileads.com	Go to website	Contact Vendor for Prices
27	Inside Response, LLC.	Internet Leads - Live Call Transfers; Generate & Source Leads	(816) 875-9607 (816) 984-8891	Scott Shedeck Michael Hill	scott.shedeck@insideresponse.com michael.hill@insideresponse.com	Go to website	<ul style="list-style-type: none"> • Life (Exclusive) = \$20; Medicare (Exclusive) = \$25 • Live Transfers- Life = \$35; Medicare = \$45
28	Jenmarco	Direct Mail, Lead Lists & Printing	(888) 562-7011	Mark F. Frechette	mark@jenmarco.com	Go to website	Contact Vendor for Prices
29	Lead Connection, The	Direct Mail	(888) 267-3165 (214)-440-2537	Chris Linda Etheridge	chriswithTLC@gmail.com	Go to website	Contact Vendor for Prices
30	LEAD HEROES, LLC.	Insurance Leads; Telemarketed Insurance Leads/Live Call Transfers	(360) 209-2005 (call or text) (844)743-7637	GLEN SHELTON	leads@leadheroes.com	Go to website	LIVE-TRANSFER: Custom Calling Hourly Campaign, Tiered-Prices are: <ul style="list-style-type: none"> • \$12.50 (per hour) = 40 hours, (1 week of calling) • \$10.00 (per hour) = 160 hours, (1 month of calling) • \$8.00 (per hour) = 480 hours, (3 callers or 3 months)
31	Leadco Leads	Direct Mail	(888) 346-4686	Tom Wescott	tom@leadcoleads.com	Go to website	Contact Vendor for Prices
32	LeadingResponse	Lead Generation / Seminar (Event) Marketing; digital ads; targeting qualified website visitors; direct mail; webinars	(800) 660-2550	Mike Cloutier	MikeC@LeadingResponse.com	Go to website	Contact Vendor for Prices
33	Main Street Power Mail, Inc.	Direct Mail	(866) 540-6797	Amy Huntsman	amy.huntsman@mspowermail.com	Go to website	Contact Vendor for Prices



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34		Market Access Direct, LLC.	Direct Mail & Lead Lists; Lead Generation; Website Creation	(856) 577-0032	Margaret Audet Jim Hill Dorothy Hoversen	Setup@marketaccessdirect.com	Go to website	Contact Vendor for Prices
35		NeedHealth?com	Medicare Supplement	833-232-3669	Chad Herman	contact@needhealth.com	Go to website	Contact Vendor for Prices
36		PrintLabelandMail.Com	Direct Mail Advertising; Direct Mail, Lead Lists; Postcard Samples; Printing & Webpages	(866) 594-3069	Mike Negron	mike@printlabelandmail.com	Go to website	<ul style="list-style-type: none"> • Direct Mail, Lead Lists, Printing, Web Pages. • For pricing T65 leads by birth month are \$0.07 per record, minimum order \$70 for 1,000. • Postcard printing starts at \$138 including shipping for full color 2-sided, 4 x 6 cards including any artwork.
37		Secure Agent Marketing	Landing Page Campaign - (Ad & Video Creation) / Real-Time Leads	833-402-4368 –office 417-861-6965 -cell	Rodney Geremia Marketing Sales Director	rodney@secureagentleads.com	Go to website	<p>Landing Page Campaign - Total: \$1500</p> <ul style="list-style-type: none"> • \$500 Management Fee (Ad & Video Creation/ Daily Operation of Campaign), \$1000 Set Up Fee (Landing Page Creation) <p>or</p> <p>SAMSON Campaign - Total: \$2500</p> <ul style="list-style-type: none"> • \$500 Management Fee (Ad & Video Creation/ Daily Operation of Campaign), \$2000 SAMSON Set Up Fee <p>Ad Spend Budget: \$1000 Ad Spend (Taken daily by Facebook)</p> <p>We take an additional 20% of every \$1 added to the budget for management fee (i.e \$3000 budget= \$900 Total Management Fee)</p> <p>With a \$1000 budget for Final Expense you will looking at receiving between 85-100 leads per month</p> <p>Monthly Expense Breakdown: Total of \$1500 per month</p> <ul style="list-style-type: none"> • \$1000 Ad Spend Budget, \$500 Management Fee <p>The Average Cost of Leads:</p> <ul style="list-style-type: none"> • Final Expense: \$12-\$14, Medicare: \$12-\$14, Life: \$14-\$16, Mortgage
38		Seminar Crowds, Inc.	Direct Mail for Event Invitations	(641) 209-6531	Tanner Gire	Tanner@seminarcrowds.com	Go to website	Contact Vendor for Prices
39		Senior Insurance Leads	Direct Mail & Lead Lists	(888) 293-5005	Leonard Flaksin	leonf@seniorinsuranceleads.com	Go to website	Contact Vendor for Prices
40		Smart Financial (Contactability)	Medicare, Life Calls & Leads	(714) 252-6224 (Eric) (330) 362-3243 (Mark)	Eric Chiasson Mark Overstreet	echiasson@smartfinancial.com mark@smartfinancial.com	Go to website	Contact Vendor for Prices
41		Sunrise Media Partners	Specialize in higher education lead generation, customer acquisition, and call center solutions; Digital Marketing and Telemarketing call center	(417) 886-7091	Steve Decker	sdecker@sunrisesa.com	Go to website	Contact Vendor for Prices
42		Thompson Direct Marketing, Inc.	Direct Mail & Lead Lists	(866) 444-5323	Dave Thompson	dave@thompsondirectmarketing.com	Go to website	Contact Vendor for Prices



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43		Touchfuse	Acquire Direct and LeadJig: local marketing expertise to target set one-on-one appointments with your most qualified prospects.; Prospect Data; Acquire - seminar marketing.	(800) 771-9898 (855) 532-3544	Nick Schmidt	Info@LeadJig.com	Go to website	
44		USADATA (Acxiom Corporation)	Lead Lists & Email Marketing	(800) 395-7707	Bruce Meberg	BMeberg@usadata.com	Go to website	Contact Vendor for Prices
45		World Wide Marketing	Direct Response Leads from Various Sources	(888) 547-8276	Mike Benson	accounting@wmconnection.net	Go to website	Contact Vendor for Prices
46		Your Insurance Group	Direct Mail, Telemarketing & Appointment Setting	(321) 728-2353	Avi Assouline	Avi@YOURInsuranceGroup.net	Go to website	Contact Vendor for Prices