



# Data That Reveals True Buying Intent

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## DATA

Lead Ranchers offers high-intent data that allows you to track real-time searches from the past 10 days for specific products or services.

## THE STRATEGY

Our strategy focuses on implementing cold outreach using high-intent data, including cold email sequences, Funnel pages, LinkedIn InMail, text messages, and calls.

## EXECUTION

By leveraging integrated automation and workflows, we can execute our strategy to prioritize quality over quantity and effectively build your appointment calendar.

## Who We Are

We are a rapidly growing data-as-a-service firm committed to enhancing marketing efficiencies for both small and large enterprises. We don't position ourselves as a marketing company or seek to replace your existing marketing team. Instead, we specialize in providing high-intent data that can be seamlessly integrated into your current infrastructure. Established in 2024 and run by the husband-and-wife team Chris and Lesly Malfa from Palm Coast, FL, our mission is to help businesses recognize the value of high-intent data and adopt a more intentional approach to marketing across all niches.

## What We Do

Lead Ranchers is a powerful data platform that identifies high-intent prospects. We deliver data as a service through cold outreach via email, text, LinkedIn InMail, and social media ads. While we aren't a marketing company, our data gives you a competitive edge. We score prospects on a scale of 0 to 100, with scores of 90+ indicating a high likelihood to convert based on recent keyword searches. Our data comes from online, offline, and public domain sources, focusing on clients who have searched specific terms in the last 10 days. Whether you're in home services, franchise systems, or life insurance, our platform connects you with customers actively seeking your offerings.

**Get in Touch with Us**

 Palm Coast, FL

 386-359-7992

 [leadranchers.com](https://leadranchers.com)

 [info@leadranchers.com](mailto:info@leadranchers.com)

## What We Don't Do

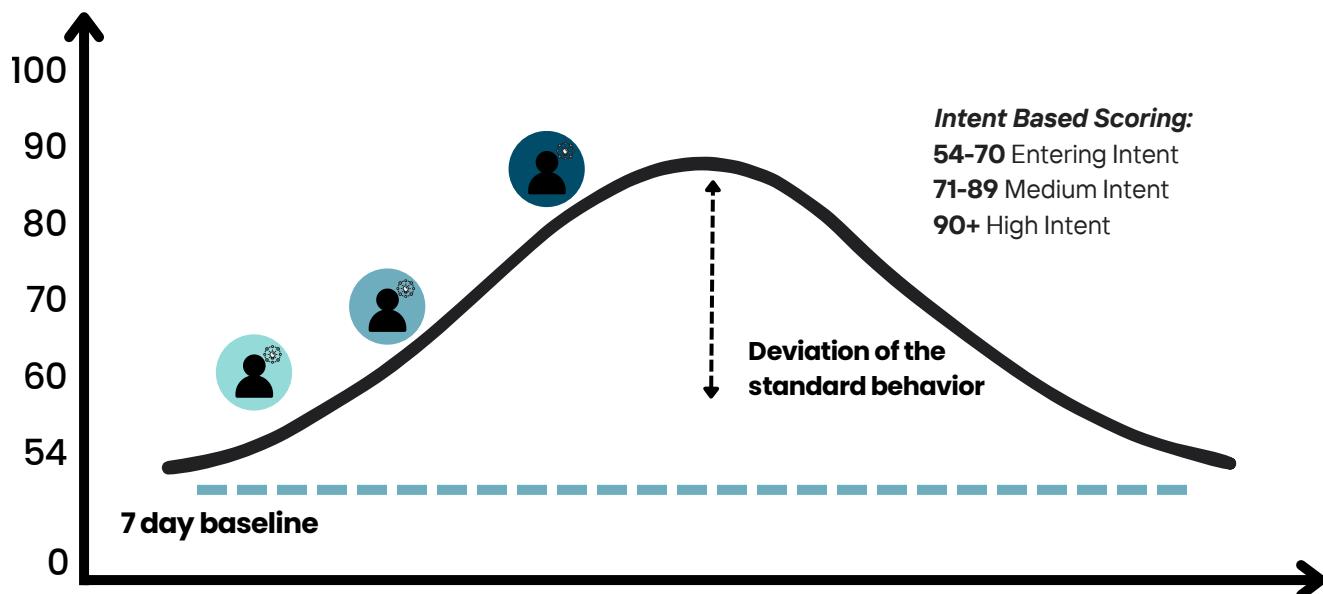
- We are not a marketing company – Our focus is solely on providing high-intent data to enhance your existing marketing efforts.
- We don't sell leads – Instead, we empower you with actionable insights tailored to your specific needs.
- We are not an ad agency – We don't create ads from scratch; we can manage and enhance your current strategies with valuable data.
- We are not a one-size-fits-all solution – Our services are customized to meet the unique requirements of your business and industry.

## How Intent is Measured

We harness data from a vast array of sites and contextual elements, utilizing a comprehensive 7-day baseline that encompasses over 300 million profiles across every conceivable topic. By analyzing this extensive dataset, we can identify upward trends in user behavior specifically, when individuals consistently search for a particular topic, this signals intent. This analysis is performed by observing deviations from standard behavioral patterns, as illustrated in the chart below.

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### HOW WE MEASURE INTENT



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# Our Strategy

## Lead Ranchers Data

### Cold Email Outreach + LinkedIn

With High-Intent Data, we can reach out to a multitude of prospects simultaneously targeting individuals who are actively searching for your product or service.



#### Text Messages

Prospects who show interest and engagement will receive a one-time text asking if we can continue our communication via email until we schedule an appointment.

#### Appointment

#### Funnel Page(s)

Prospects who open emails can be directed to special funnel pages where they can fill out lead forms to engage with your offering. By doing so, they'll opt in to receive text/ emails/ calls from you.

#### Nurture Sequences

#### Appointment

### Ads

Our data can be utilized to position ads relevant to your product or service directly in front of those actively searching for your offerings on platforms like META, Google, and social media.

#### Funnel Page(s)

Prospects who follow the journey will visit your funnel page, fill out forms, and opt in for additional communication methods. They will also be retargeted with ads and nurture sequences to keep them engaged.

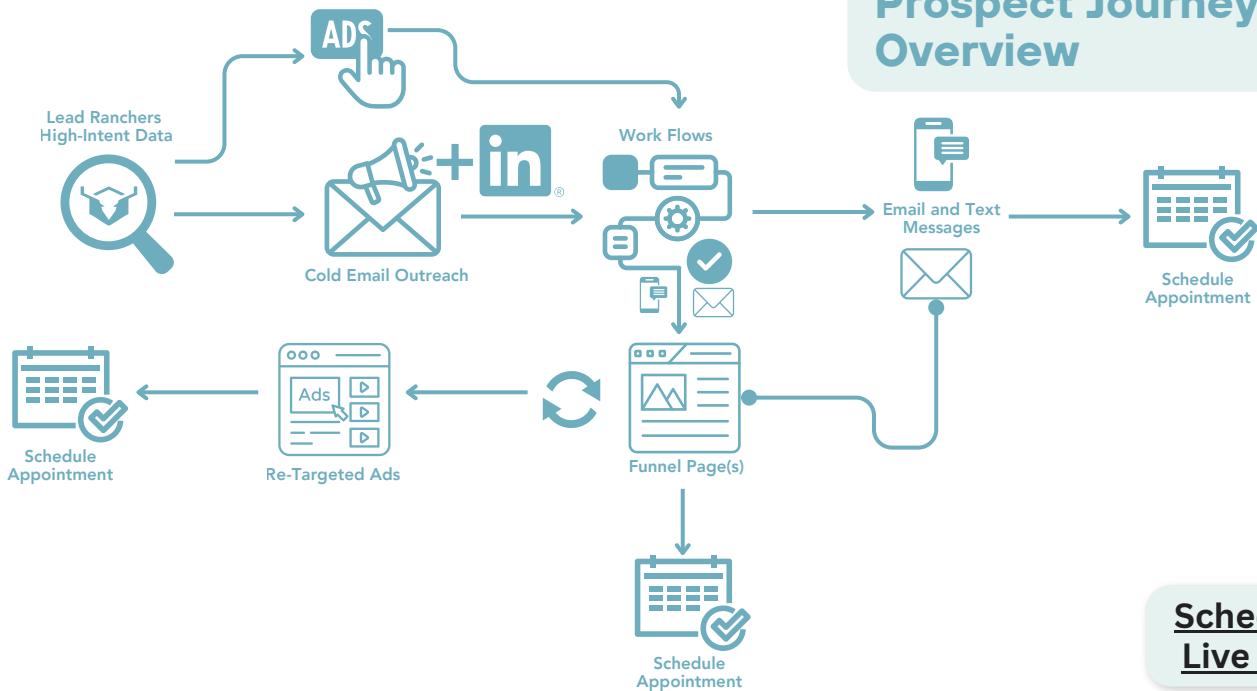
#### Appointment

#### Funnel Page(s)

Prospects who follow the journey will visit your funnel page, fill out forms, and opt in for additional communication methods. They will also be retargeted with ads and nurture sequences to keep them engaged.

#### Nurture Sequences

#### Appointment



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LEAD  
RANCHERS

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# Data as a Service through Lead Ranchers

Monthly Subscription Plan for Consultants & Enterprises

Consultant/  
Individual

**\$1250**

- ✓ Cold Email Campaigns
- ✓ LinkedIn Outreach
- ✓ 1 Personalized Funnel
- ✓ Curated Audience

Small  
Business

**\$5000**

- ✓ 100,000+ emails monthly
- ✓ Curated Audience+
- ✓ Curated Directory Included
- ✓ Bi-Annual Newsletter

Business Plus+  
**Contact for  
Pricing**

- ✓ 250,000+ cold emails monthly
- ✓ LinkedIn Outreach
- ✓ Ongoing Nurture Email Sequences
- ✓ Curated Audience+
- ✓ Curated Directory Included
- ✓ Quarterly Newsletters

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