



Data That Reveals True Buying Intent

Business Consultation



Lead Ranchers provides expert consultation beginning at implementation and beyond execution. We are with you each step of the way.

Strategy Development



Lead Ranchers will design strategic marketing plans customized to your company's short term and long term goals with a focus on optimizing ROAS and CAC metrics.

Solution Implementation



Lead Ranchers will integrate our data solutions across your current social media and outreach channels ensuring maximum conversion potential.

Who We Are


Lead Ranchers is a consumer data and market research firm that solves the marketing inefficiencies associated with current popular marketing methods used by most internal and external marketing teams, specifically the inability to identify true intent in the target audience. Lead Ranchers analyzes and rates approximately 30 billion behavioral data points to evaluate a prospect's readiness to buy or engage, utilizing intent-based scoring, not simply audience interest.

What We Do

We provide data solutions designed to empower stakeholders to reduce or eliminate inefficiencies and lower costs associated with paid advertising across all social media platforms. In addition, we offer expert consultation on current digital advertising strategies and develop compelling email and text outreach campaigns that increase conversion ratios up to 40% on average.

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What We Don't Do

We are not just another lead portal site; we specialize in identifying high-intent prospects that are primed for conversion or engagement. We don't hope our methods work; the Lead Ranchers approach enables your stakeholders to connect effectively and efficiently with these potential high-intent customers, ensuring that every marketing dollar is used purposefully. By focusing on individuals who show actual buying signals, we help eliminate wasted ad spend and maximize your return on investment. We don't wait; With our real-time data-driven insights, you can streamline your marketing strategies and reach the right audience in real-time, transforming your outreach into relevant and impactful connections and conversions.

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.

Schedule a demo to discover how it all works!

HOW WE MEASURE INTENT

