

BETTER TARGETING. SMARTER MARKETING.

The fastest and easiest way to identify, understand and reach your ideal customers on social media

LeadSift brings brands closer to their customers and competitors. By sifting through vast amounts of data from social networks in real-time, LeadSift provides the deepest understanding of the habits, preferences and lifestyle of customers primed to purchase.

The better you understand your customers the faster your business will grow.

LEVERAGE THE PATH-TO-PURCHASE

LeadSift scans and analyses millions of conversations across the social web to develop an algorithm that indicates relevance and purchase intent within social posts. Tap into buying signals and turn customer data into a significant revenue channel for your brand.

INFORM MARKETING STRATEGIES

Leverage over 100 attributes of individuals and social audiences found in the LeadSift platform to effectively differentiate your product in the market. Power media planning and buying, scale personalization and inform your messaging, creative, content and strategy with rich insights that fuel action.

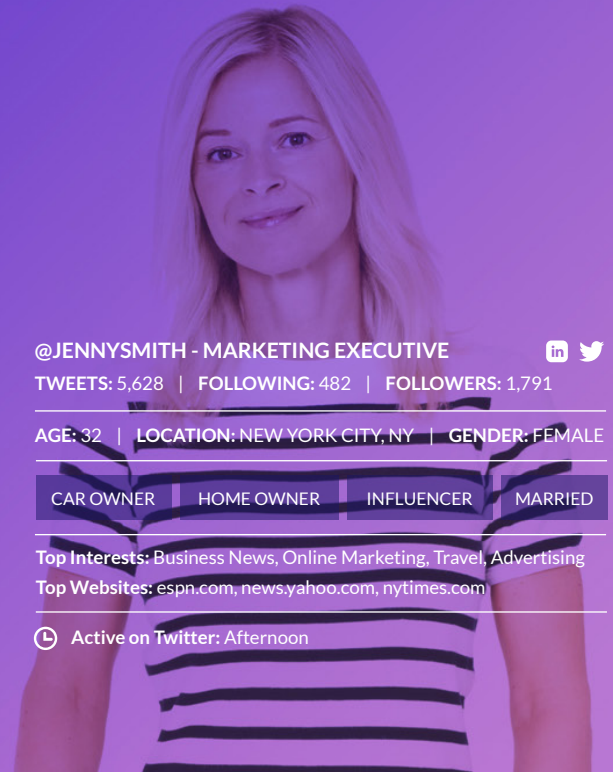
TARGET YOUR IDEAL CUSTOMER

Stand way above the messages that are currently drowning customers by being highly relevant to the right customers at the right time. The powerful aggregate insights provided by LeadSift can be used to target groups of customers on and off social media. LeadSift helps you create effective social advertising campaigns that drive real business results from your ad spend.

LeadSift fills the void between customers and brands on social media. Marketing and sales efforts are more impactful when they are relevant to a consumer's interests, mindset and willingness to buy. The LeadSift Platform identifies these customers and connects them to the brands best positioned to meet their needs.

SMARTER MARKETING STARTS WITH SOCIAL INTELLIGENCE

It isn't only about knowing that conversations about your brand, competitors and industry are happening in social, it's knowing who is having those conversations that matter. LeadSift is the only social intelligence platform that mines social audiences to help brands identify, understand and reach in-market customers in real-time through the lens of intent, profile and affinity.



BETTER SEGMENTATION

which will increase engagement and lower cost per engagement, like Transamerica

INCREASE CONVERSIONS

which will impact revenue, as a popular eCommerce company experienced

KNOW YOUR CUSTOMERS (AND YOUR COMPETITORS') IN REAL-TIME

which will power digital marketing strategies, as a global digital agency did

Want to enrich contact and profile data within your platform?
Ask us about our Consumer Insights API.



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