

# Generate Quality Leads On Demand

## With Custom Software Development

### OPPORTUNITY

A large client wanted a new, easy-to-use, and streamlined solution for sales members to order leads online.

### CHALLENGE

The challenge was implementing this solution as quickly as possible, after learning of industry peers launching custom lead buying solutions for their sales team.

### SOLUTION

RGI committed to an expedited timeline to design and develop a white-label lead generation platform.

The solution was branded, scalable, and developed based on the specific needs of the client. The platform solution enabled the sales team to easily order digital leads on-demand with enhanced CRM automation features.

RGI embedded their innovative Cost Per Lead (CPL) pricing model into the platform. CPL increased client cash flow and provided a more predictable lead flow.

### IMPLEMENTATION

RGI was agile and quick to respond to the client's needs. In the first 12 months of the platform being implemented, over 50,000 leads were generated.

### RESULTS

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- **3** Months To Build And Launch
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- **100** Automated Process From Lead Order To Appointment Confirmation
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- **50K+** High Quality Leads Generated In 12 Months
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