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Best Lead Generation Companies

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Lead generation companies help firms attract customers and as a result, increase sales. With many avenues to choose from for getting in front of the right customer, knowing how to reach them is essential. For example, if your ideal customer uses a specific social media platform, but your business solely uses email marketing, you may hamper sales efforts.

Hiring a service to help guide your company's marketing efforts can help your firm identify where to spend your advertising dollars to maximize sales. The best lead generation companies can boost conversions and improve your bottom line.

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Best Overall

Belkins »



PROS:

- ✓ Has a publicly-outlined process
- ✓ Customizes solutions for small, medium, and large-scale businesses
- ✓ Has expertise in 15+ industries
- ✓ Regularly communicates progress

CONS:

- ✗ No publicly available pricing
- ✗ Not all services are included in the same packages

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Belkins is the top option to assist companies in generating more leads from marketing efforts. The agency has a variety of services to help your firm

attract more clients and scale your sales funnel.

The lead generation company sells seven different packages to aid companies ranging from appointment setting to support for customer relationship management (CRM). If none of the available plans work for your firm, you can schedule a complimentary call to identify an alternative solution for your needs. Potential services you can hire Belkins to perform include a complete range of lead generation services, LinkedIn lead generation, lead research, CRM consulting, and more.

Belkins is a HubSpot and Google Partner, which is not true of all lead generation companies. Such partnership integrations are helpful for companies that use HubSpot and Google ads as part of their CRM and sales efforts.

Furthermore, you can peruse its library of case studies to identify how it performs in a given industry or company size. If you're unsure whether hiring the agency is worth the cost, you can use its helpful ROI calculator to help determine the potential profit.

Specs

Pricing models: Varies depending on the service plan you choose

Lead generation techniques offered: Appointment setting, cold email, social media, demand generation

Integration capabilities with existing systems: Integrates with HubSpot

Lead follow-up and nurturing tools: A/B testing and customized nurturing email sequences with varying cadences

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Best for Automations

CIENCE Technologies »



PROS:

- ✓ Has expertise in over three dozen industries
- ✓ Customizable pricing
- ✓ Integrates with HubSpot, Salesforce, and various social media platforms

CONS:

- ✗ No publicly-available pricing
- ✗ Number of products may make it confusing for business owners to determine what they need

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If you have robust marketing activities planned or want to scale your efforts, a high level of automation is essential. For its automation capabilities, Cience is our top choice for best automation lead generation agencies. Like Belkins, the firm offers a wide variety of services to help attract more clients.

CIENCE uses its proprietary GO platform to help companies reach more customers. With this technology, firms can collect data from over 300 million records to identify potential new customers. Its integrated automation features make it possible to quickly identify subjects and easily customize efforts to specific target audiences.

The agency currently offers a dozen possibilities, ranging from using AI to dialogue with customers and automation to managing ads on social media platforms. The company also offers trained sales development representatives (SDRs) to assist in creating compelling content.

You can schedule a free consultation to identify how CIENCE and its automated tools might be able to meet your needs and receive a quote. Additionally, you can review its database of case studies to learn how it performs in a given industry or solution.

If integration with HubSpot is important for your business, CIENCE is a HubSpot-certified partner.

Specs

Pricing models: Varies depending on the service plan you choose

Lead generation techniques offered: Appointment setting, social media, demand generation, and lead scoring

Integration capabilities with existing systems: Integrates with HubSpot and Salesforce and a variety of social media platforms

Lead follow-up and nurturing tools: Managed through social media and dedicated email sequences

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Best for Reporting and Analytics

Martal Group »

MARTAL

GROUP

PROS:

- ✓ Ability to get a dedicated SDR
- ✓ Has expertise in over two dozen industries
- ✓ Uses real-time data to identify sales opportunities

CONS:

- ✗ No publicly-available pricing
- ✗ It can take several weeks to begin

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Access to real-time data is essential for a business to make decisions. If you're looking for a firm that's best suited for reporting and analytics, Martal Group is our top choice. The lead generation agency states clearly on its website that it works to implement real-time data to strategically reach interested customers.

Managing lead generation can be overwhelming if you're uncertain about how to analyze data. Martal uses intent data such as persona roles, responsibilities, internet search behavior, and purchase intent to help your firm identify and target ideal audiences. This allows your business to attract the right customers at the right time with the right messages.

The company can help you with various lead generation needs, including creating a pre-qualified lead list, personalized outreach, and conversion tracking, all based on robust data and reporting capabilities.

It doesn't boast integration capabilities with CRM tools like other agencies do, but it does claim to be able to integrate with platforms like HubSpot to amplify your marketing efforts.

Specs

Pricing models:

Varies depending on the service plan you choose

Lead generation techniques offered:

Personalized messaging, appointment booking, social media

Integration capabilities with existing systems:

Integrates with HubSpot

Lead follow-up and nurturing tools:

Managed via dedicated email sequences

[Learn More »](#)

Best for Virtual Marketing Strategies

Pearl Lemon Leads »



PROS:

- ✓ Has an SEO agency in-house if you have those needs
- ✓ Includes podcast outreach, which isn't found at all agencies

CONS:

- ✗ No publicly-available pricing
- ✗ Doesn't do Facebook ads

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- ✓ Customizes content that helps focus on upselling

Pearl Lemon Leads is our top choice for virtual marketing efforts. The agency focuses on reaching clients across various platforms, using its proprietary automation software to attract and nurture customers. This lets companies customize marketing techniques and leads to better potential email open rates.

Pearl Lemon also focuses heavily on social media marketing, growing connected social networks, and targeting likely clients. All of those are critical capabilities for firms focused more on virtual marketing and less on in-person marketing efforts.

While the agency doesn't do Facebook ads, the in-house SEO agency, emphasis on and experience helping virtual companies, and the ability for Pearl Lemon to market on other social media channels compensate for the lack of Facebook ads. If your business needs to boost web traffic, this may be a beneficial add-on to its lead generation services.

Additionally, the firm integrates with HubSpot to customize your marketing needs.

Specs

Pricing models:

Not listed on its site

Lead generation techniques offered:

Appointment setting, cold email, social media, retargeting

Integration capabilities with existing systems:

Integrates with HubSpot

Lead follow-up and nurturing tools:

Manages via dedicated email sequences, social media, and voicemail

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Best for Integration with CRM

SalesRoads »



PROS:

- ✓ Has publicly outlined process they follow
- ✓ Offers dedicated SDRs
- ✓ You can cancel anytime

CONS:

- ✗ No publicly-available pricing
- ✗ Only has a handful of case studies on its site

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SalesRoads is our top choice for lead generation companies focusing on CRM integration. Unlike other agencies in the space, SalesRoads promotes on its homepage that it prizes CRM integration. The firm assigns a person to you to aid in integrating your CRM into the strategy it aims to deliver to your firm.

After an introductory call, the company pairs you with a director of client success. This individual helps formulate a customized strategy to pinpoint more customers, harnessing your existing CRM so that tracking and sales integration are prioritized. With prospecting activities integrated into your

CRM, SalesRoads can more easily re-engage customers who may have indicated a desire for your product but didn't result in a sale.

SalesRoads learns what features will likely result in conversion during your introductory call and allows you to cancel at any time. You'll also need to contact the company for pricing; that information is not available on the website.

Specs

Pricing models: Not listed on its site

Lead generation techniques offered: Appointment setting, cold calls and emails, social media

Integration capabilities with existing systems: Integrates with HubSpot and Salesforce

Lead follow-up and nurturing tools: Managed through dedicated email sequences

[Learn More »](#)

Most Comprehensive Strategies

CallBox »

**PROS:**

- ✓ Lists pricing on its site
- ✓ Offers customized plans
- ✓ Engages potential customers via email, calls, social media, and more

CONS:

- ✗ Impossible to determine the cost of customized plans without a call
- ✗ Lowest cost plan offers minimal resources

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If your firm is looking for an agency that is comprehensive in its efforts, Callbox is our top recommendation. The international agency focuses on the entire sales funnel from identification to conversion to reach your ideal client.

You may realize that your ideal customer is not in one specific place and needs a multi-channel approach. Callbox specializes in this, targeting seven specific channels from website optimization to virtual or live events. After each opportunity, Callbox refines its efforts to further filter how to attract the right customer.

As customers may have choices beyond your company, this multifaceted approach helps Callbox be more effective in helping you reach your ideal client. Callbox extends various strategies from cold calling to social media messaging to attract possible customers.

Pricing starts as low as \$500 per week for a starter plan that's voice only. If your company needs more, you can expect a set rate of up to \$1,500 weekly. Custom packages are available, but pricing isn't made public.

The company integrates with HubSpot and Salesforce to help streamline your marketing efforts.

Specs

Pricing models: Varies depending on the service plan you choose

Lead generation techniques offered: Appointment setting, cold email, social media, event registration

Integration capabilities with existing systems: Integrates with HubSpot and Salesforce

Lead follow-up and nurturing tools: Managed through email, social media, and phone calls

[Learn More »](#)

What Is a Lead Generation Company and How Does It Work?

A lead generation agency has one goal – to get your business more clients. Specifically, the company helps you market to the right customers. Your business may feel that cold-calling alone is a fantastic way to prospect for more customers. While that may attract some customers, it's arguably not the most effective way to grow a business.

Lead generation companies help your firm optimize content to get it in front of potentially warm clients in the market for your service or product. This can include website content and marketing that content through email, social media, and potentially, other platforms as well. Lead generation firms then aid you in nurturing prospective clients, with the ultimate goal of turning them into paying customers.

How Much Do Lead Generation Companies Cost?

There is typically no set cost to hire lead generation firms. Most companies require you to speak with a sales team to receive a quote for pricing. This can make it difficult to determine if a particular agency is worth using.

To make this decision, it's best to identify your company's gross profit per sale and ensure your cost is below that. Unfortunately, according to Cognism, a sales intelligence and data lead costs vary significantly on your firm's niche, so it's challenging to know what to expect for cost.

Given all of that, factors that impact pricing include:

- Services offered
- Experience
- Amount and placement of ads
- Length of contract

Features To Consider When Selecting a Lead Generation Company

Selecting a lead generation firm for your company necessitates finding a company that satisfies your business needs. Knowing specifically what the agency will do to help your company attract more customers is essential.

Here are five features to keep in mind when comparing potential firms.

Pricing Structure	+
Company Reputation	+
Reporting and Analytics	+
Target Audience Expertise	+
Lead Generation Strategies Offered	+

How To Choose the Best Lead Generations Company

Selecting an agency to help grow your business revolves around what your company needs. Like any important decision, requesting customized proposals is an excellent way to determine which firm can best aid your efforts.

Done carefully, lead generation is a fantastic way to fill the sales pipeline of your business. Here are some questions to ask yourself when trying to identify the best agency for your firm:

How does the company generate leads? It's advisable to find an agency that's flexible and has experience in your niche.

Where are they located? Select an agency that is located in the same place as your target market. This allows them to communicate in the same time zone and language, providing for more natural communication.

What is their turnover rate? Entrepreneur reports there is a 50% turnover at many lead generation firms. This may make it difficult for your company to work with the same representative, so it's vital to know what to expect from the firm of your choice.

What areas of expertise does the lead generation company have? Each niche may operate differently for leads, so it's important to know what the agency specializes in before selecting one.

How is success measured? Determine how the agency will make its results clear and easy to digest. Inquire about the reporting frequency and ask how the agency will help you achieve the goals of your business.

Are there any glaring problem spots? If the lead agency guarantees specific results, or if it's unclear who owns the leads, it may be wise to consider other lead generation services.

The Bottom Line

There is a lot to keep in mind when hiring a lead generation company. It's essential to select a reputable firm that fits your budget and has the tools to help grow your business.

Belkins is our top choice given its ability to serve businesses of all sizes and generate leads. We also liked that the firm has a publicly outlined process they follow to aid firms.

How We Chose the Best Lead Generations Companies

At U.S. News 360 Reviews, our contributor examined an array of lead generation agencies and analyzed pricing, offerings, communication, and customer testimonials to identify the top firm. This writer also researched top online publications, including Entrepreneur and Semrush, to find credible information.

When hiring a lead generation agency for your business, it's wise to consider factors like cost, expertise, customer reviews, and case studies to identify the best option for the needs of your firm.

WHY SHOULD YOU TRUST US?

Our contributors and editors have extensive backgrounds studying and evaluating products and services. John Schmoll, the writer of this article, has 15 years of

experience running a small company with his wife and appreciates the need to attract the right customers. John has also written for Prudential, RBC Wealth Management, and GoBankingRates. To John, reaching customers who have a genuine need for your company's product or service is essential when engaging in lead generation.

FAQ

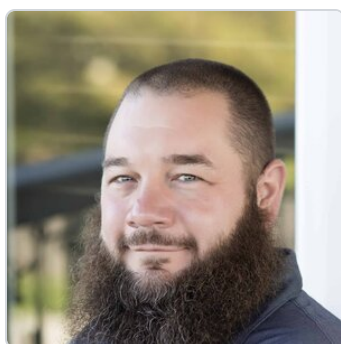
How do lead generation companies measure success? +

How long does it take to see results from lead generation efforts? +

Do I need a contract to work with a lead generation company? +

What type of customer support is offered by lead generation companies? +

About Our Team



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John Schmoll has over 12 years of experience in finance and business writing. He's passionate about helping readers make informed decisions about everything they purchase – from business phones to streaming service subscriptions. He runs FrugalRules.com. Schmoll's work has been published by GoBankingRates, Investopedia, and Prudential.

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Jana Lynch is a senior editor focusing on SMB and B2B content. A former senior editor for sites including The Balance SMB and The Balance Careers (now part of The Balance) and Investopedia, she joined U.S. News & World Report 360 Reviews in 2024.

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