

Warm names with the evidence attached.

Leads who engaged with your content on purpose, confirmed human before they reach you.

WHAT AN MQL IS HERE

An ICP contact who did something deliberate: a distinct human click, a form fill, a tool engagement. Opens never count, at any threshold. The definition is agreed with you in writing before the first send and does not move.

WHAT YOU GET

MQLs delivered as they qualify, each with the evidence attached: who, what they engaged with, and when. What fails the human filter is discarded, never downgraded into your file.

WHAT THE REPORT SHOWS

MQLs by week, the engagement behind each one, and what was rejected as automated. The rejection line is on the report, because it is why the names that arrive are worth calling.

PRICING

Per lead, by vertical, because a lead in one market is a different product from a lead in another. The price is fixed in writing per engagement.

Quoted after the free pipeline audit. The audit is free, the findings are yours in writing either way, and there is a quote at the end with no obligation to take it.

Category exclusivity, where your category's leads go only to you, is available as a named premium tier. Standard leads may in future be shared with a small number of non-competing buyers.

WHAT WE DO NOT PROMISE

Meeting or close rates, or weekly volume.

HOW IT STARTS

With the free pipeline audit: send us what you run today, keep the findings in writing either way.