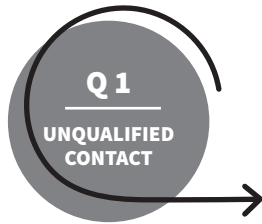


LEAD GENERATION



An **unqualified contact** contains a name, email and/ or phone number. None of the information has been verified.

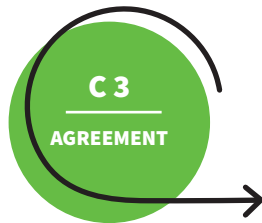
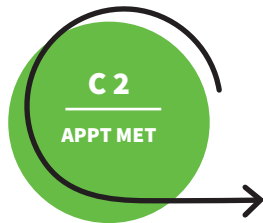
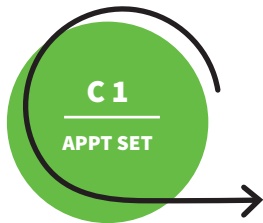


A **validated contact** contains an email and/ or phone number that has been verified as active contact information, but not confirmed to be associated with the name of the contact.



A **marketing qualified lead** contains a verified email and/ or phone number that has also been confirmed to match the contact's name.

BUSINESS GENERATION



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