



Top 10 Lead Generation Vendor Vetting Questions

1. Data Origin & Ownership

Are you the *original source* of first-party opt-ins, or do you rely on any external or third-party suppliers?

(Ask for a description of their full data-acquisition workflow.)

2. Proof of Opt-In Validation

How do you **prove and document** each lead's consent — e.g., timestamp, IP address, form URL, and copy of the privacy statement accepted?

(Request sample audit trails.)

3. Email Infrastructure Transparency

Please provide a list of **all email domains and IPs** used to engage or communicate with leads, along with details on SPF/DKIM/DMARC authentication.

4. Compliance Framework

How are your campaigns kept compliant with **GDPR, CCPA, and CASL**, and how do you process opt-outs and data-subject requests?

5. Use of Third Parties

Do you **outsource or subcontract** any part of your campaigns (email, telemarketing, or fulfillment)?

(If yes, identify partners and describe how compliance and quality are monitored.)

6. Lead Generation Channels & Methods

Which **channels** are used to generate leads (email, content syndication, display, social, telemarketing, webinars), and what % of volume comes from each?

7. Telemarketing Oversight

If telemarketing is used, is it **owned in-house or outsourced**, and how is consent captured and recorded for each call?

8. Data Quality & Verification

What **validation and QA processes** are performed before delivery to eliminate duplicates, invalids, or fraudulent records?

9. Transparency & Reporting

Can you provide **real-time dashboards or reports** showing campaign status, lead sources, and performance metrics beyond raw volume?

10. Partnership Accountability

How do you align with client KPIs and measure post-delivery outcomes (conversion rates, re-engagement, ROI)?