moneypenny

The State of Lead Management in 2025

Contents

1. Introduction

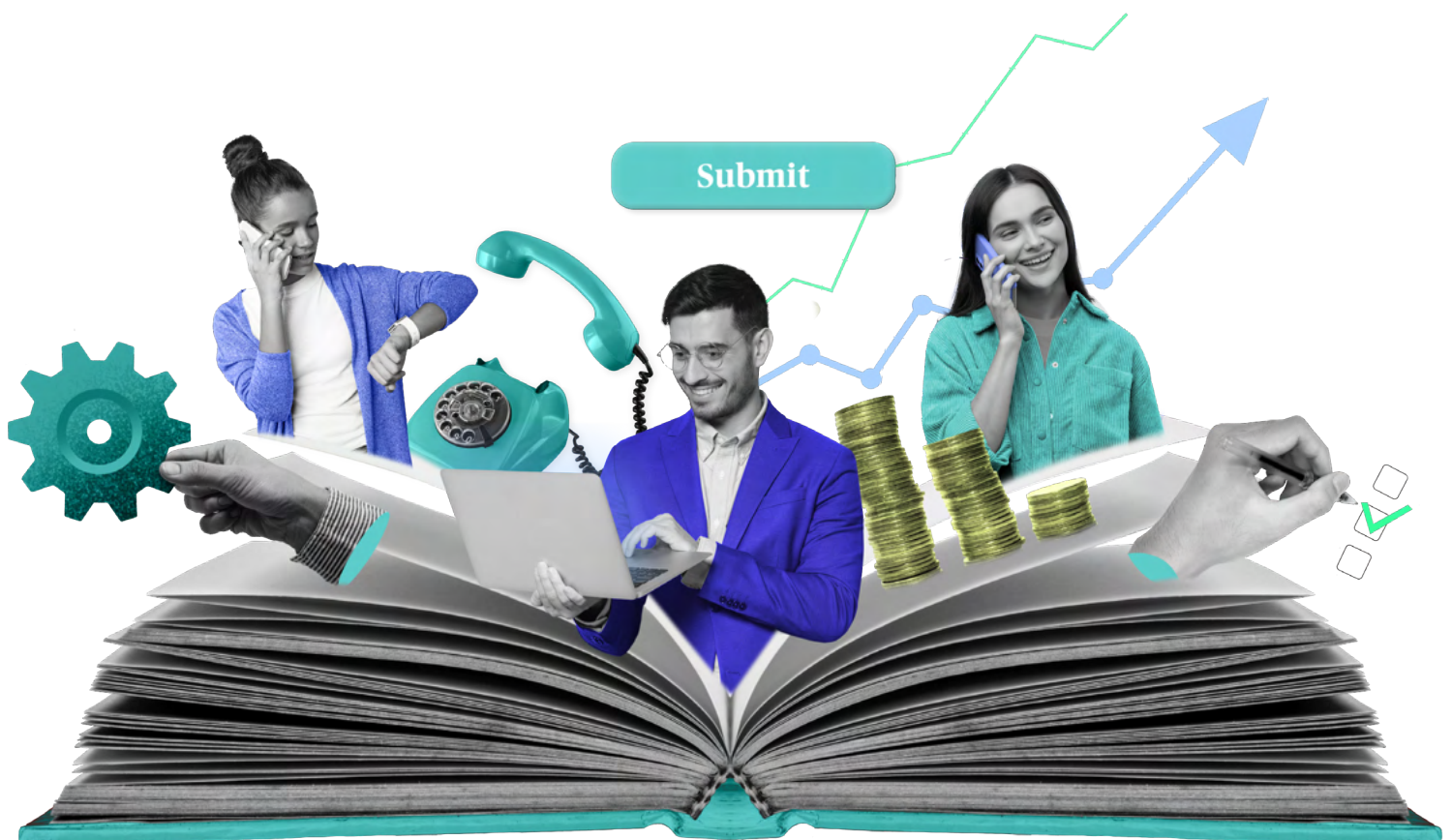In this playbook, we'll reveal insight into what marketers outsource and some of the biggest challenges they face when it comes to lead capture and qualification. We'll share some observations from other leaders in the field and highlight the importance of capturing and qualifying every lead, as well as tracking revenue from all your marketing channels.

As technology changes and new marketing tools are becoming available, there are more ways to capture leads than ever before. We'll investigate the best channels to make sure all your marketing efforts aren't wasted.

Marketing activity is a strong driver of leads, with 75% of marketers stating they drive 100+ leads a month, and 30% of marketers driving 500+. Although marketing teams capture these leads, we know that the biggest challenge comes when qualifying them, with 1 in 3 marketers stating that they struggle to get in touch with leads.

Gone are the days when we couldn't track marketing activity, we're here to highlight the importance of qualified leads and how vital the lead journey is.

Key terms

Lead capture
Focuses on capturing potential customers' attention and contact information.

Lead qualification
Determines how likely someone is to purchase a product or service.

Marketing tools
Instruments, platforms and software that businesses use to promote their product or service.

Outsourcing
Hiring a third party to complete tasks on behalf of your business.

A note from leadership

"It's easy to get caught up in lead volume, but at the end of the day, it's qualified conversations that drive real growth. This report reinforces something we see every day: businesses that take ownership of the full lead journey - capturing, qualifying, and converting - see stronger results."

Kris Altiere
Head of Marketing
Moneypenny US

The data

Moneypenny commissioned a report conducted by insight-driven research specialists, Censuswide, who surveyed UK marketers between October 30th and November 4th 2024.

The research was conducted by Censuswide with Senior Marketing Decision Makers in the UK (Senior Manager and above). Censuswide abide by and employ members of the Market Research Society which is based on the ESOMAR principles and are members of The British Polling Council.

Alongside this, we also conducted an organic survey during the same period to gather additional insights from UK marketers.

While this research is based on UK marketing leaders, the trends are highly relevant here in the US. We share the same core challenges - lead quality, funnel ownership, and conversion - and the insights provide a clear roadmap for US marketers looking to strengthen their strategy and deliver results.

CENSUSWIDE
THE SURVEY CONSULTANTS

2. Key findings

Our research has uncovered important insights into the hurdles and trends that marketers encounter while qualifying and converting leads.

Here, we dive into how various elements, like the rise of digital tools and the growing trend of outsourcing, are transforming marketing strategies. These findings not only shed light on present difficulties but also offer a sneak peek into the future of lead qualification and customer interaction in 2025 and beyond.

Why is contacting leads so difficult?
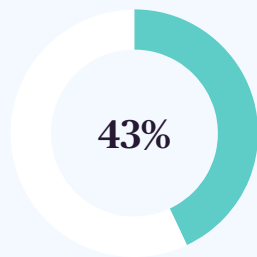
43% face issues with gaining enough information to qualify leads

Working in marketing and sales, you already know how hard it is to qualify leads, but it's even harder when you don't have the information there to work from. Our research shows that **43% of respondents admit they face issues with gaining enough information to qualify leads.** Obtaining inaccurate or outdated information can lead to wasted efforts and budget. This challenge is most relevant in industries where customer needs change rapidly, so businesses need to ensure that they have effective data collection and strategies in place where they can gain access to reliable information for lead qualification.
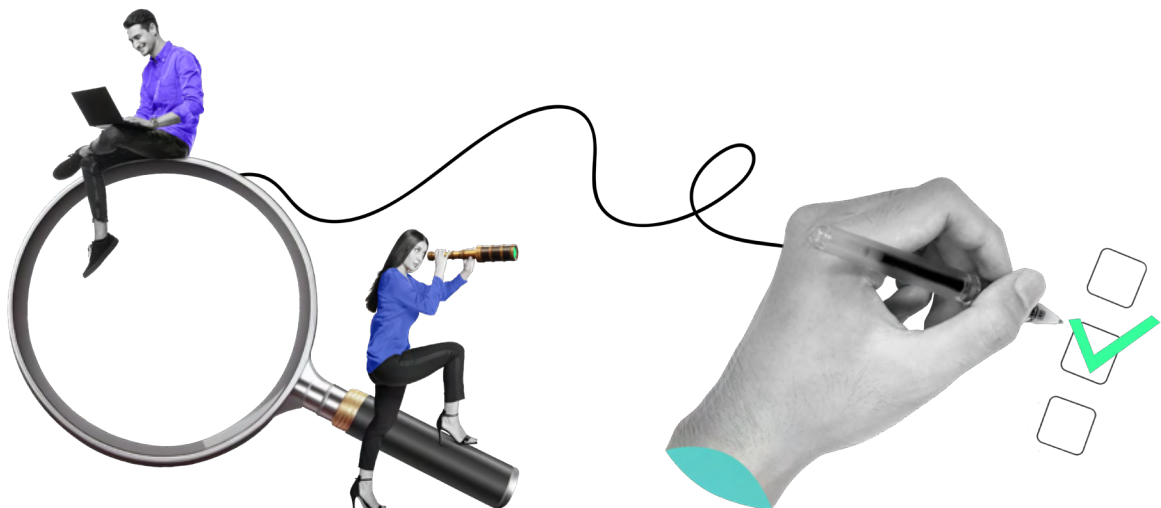
Why is this becoming more of a challenge?

As times are changing and job roles are becoming more diverse, marketers may find themselves working against a ticking time clock. Our research shows that **1 in 3 marketers face difficulty getting back in touch with leads promptly.** This could come down to simply having a million things to do, focusing on different priorities or that your team simply just runs out of time when getting in touch with leads. Going through each new lead and evaluating each step to determine what your business can do for the prospect can be time-consuming and they may find that other tasks have a higher priority.

Are phone calls going out of fashion?

Our research suggests that **58% of respondents prefer live chat or web forms to capture leads quickly,** showing the need for efficient, real-time engagement with a business. Whereas 35.1% of those who use phone systems report fewer issues with reaching decision makers and maintaining engagement with leads over time.

While digital tools like live chat and web forms are great for initial lead capture, phone calls offer a more personal approach where you can create strong relationships with potential customers.

35.1%

prefer phone systems

58%

prefer live chat or web forms

Are smart forms the future of lead engagement?

1 in 2 marketers would consider using smart forms (rule-based, interactive forms) as an engagement tool.

Why are smart forms on the rise?

The rise of digital technology has made data the backbone of successful marketing strategies. Traditional methods of capturing information often rely on a lot of manual effort, which can be slow, error-prone, and time-consuming.

That's where smart forms come in. Interactive, rule-based and designed to simplify the process of collecting data, with immediate value being delivered to both marketers and users. And with features like autofill boosting completion rates by 20%, smart forms help businesses collect better data, faster.

Why the shift in 2025?

More than ever, people are becoming proactive and tech-savvy, expecting more than just great products or services. They're looking for smooth, personalized experiences at every touchpoint. And as technology keeps advancing, businesses will need to keep up. Over the next year, the pressure will be on to predict what customers want and deliver tailored solutions instantly.

- Using conditional logic and real-time validation, smart forms can segment leads during data collection. This helps to weed out unqualified prospects early on and ensures high-value leads receive attention.
- With pre-filled fields and dynamic question paths, smart forms offer a custom experience that feels personal and tailored to each customer.
- The rich, accurate data from smart forms gives sales teams the insights they need to move fast, cutting down on discovery time and speeding up conversions.
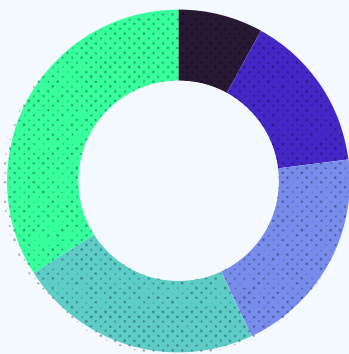
How does customer value shape marketing priorities?

Once those leads have been captured, the next step is ensuring they're properly qualified and maximized. Understanding how to approach leads differently based on customer value allows marketers to fine-tune strategies for maximum conversion and ROI.
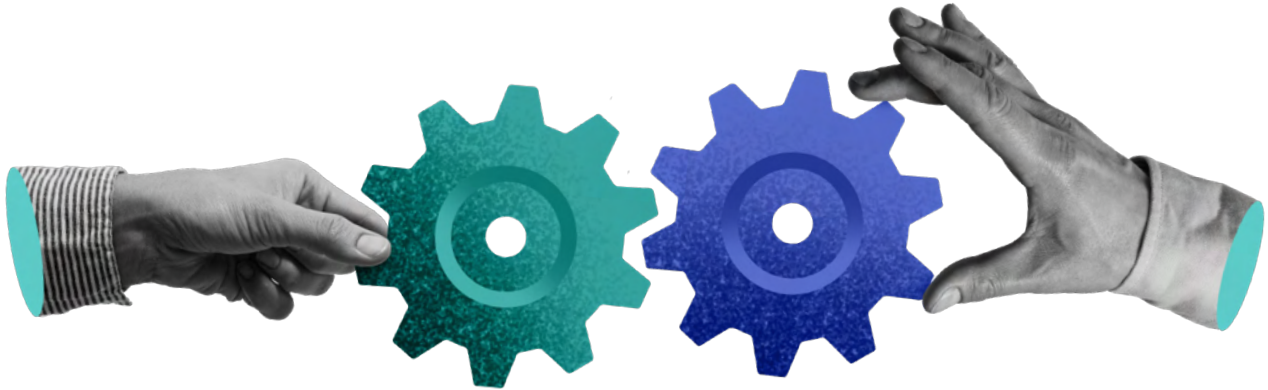
While **8% of respondents reported a customer value of $1–$125,** the majority operate at much higher thresholds. In fact, **53% of respondents said their average customer value is $1,250 or more,** with **30% reporting customer values of $3,100 or higher.**

We took a closer look and discovered that trends specific to each sector offer even more useful insights into how businesses view customer value and what they should focus on.

8%	$1 - $125 (Other)
15%	$126 - $625 (Legal)
20%	$626 - $1,250 (Technology)
23%	$1,251 - $3,100 (Healthcare)
34%	$3,100 + (Finance & Manufacturing)

3. Marketers' biggest challenge

a. Lead capture & qualification

How does customer value shape marketing priorities?

What is lead capture and qualification?

There are two key factors that will determine whether a lead is qualified: 1) Your product will fit their needs and 2) if they can afford it. Even though other factors will contribute to lead qualification, if the prospect doesn't fit into these two factors, then you can usually count them as unqualified. This process is a joint effort between both sales and marketing teams, and if done correctly, it'll allow you to prioritize which prospects to pursue.

There are many reasons why businesses could be facing these challenges, here are just a few of them that marketers will need to overcome in in the next year.

1. Variety of leads

Why is this a challenge?

- Inconsistent data quality
- Different lead profiles
- Varying lead intent

Marketers are constantly dealing with a large number of leads from various sources (e.g. social media, phone, email campaigns, website visitors, referrals). Gathering data from different sources feeding into your marketing can result in a pot of inaccurate, incomplete or repeated data. Different sources may collate data based on varying demographics, such as industry and job role, location, as well as providing you with leads with varying levels of intent.

"What I'm hearing most right now is that lead qualification is becoming more challenging due to evolving buyer behaviors and increased pressure to show ROI. Many marketers are focused on refining qualification criteria, as traditional models often fail to capture nuances like buyer intent and multi-channel engagement."

Canberk Beker,
Founder of ROASted

How to overcome this:

Automated tools like lead capture forms and CRMs combine data from various channels and then implement lead scoring systems where they can prioritize leads based on predefined criteria, such as engagement level.

2. Complex customer buying journey

Why is this a challenge?

- Multiple touchpoints and channels
- Longer decision-making process
- Influence of multiple decision makers

The buying journey today is not linear and is influenced by many factors that make it harder to identify, track, and qualify leads effectively. Modern customers interact with brands through a variety of channels, being influenced by more research and comparisons along their buying journey, while multiple stakeholders may assess a product or service with conflicting priorities, which may all lead to fragmented data.

How to overcome this:

Marketers must adopt lead qualification strategies, including dynamic lead scoring, comprehensive tracking, and the ability to adapt to each lead's unique journey, in order to effectively assess the quality and readiness of leads.

"In an ideal world, I'd like to see a shift towards simplicity and clarity in understanding the lead journey. This means better tools for connecting all the dots - organic, paid, offline - and more focus on real engagement signals instead of vanity metrics. Ideally, the sector would adopt universal frameworks that prioritize intent and contextual relevance over lead volume."

Canberk Beker,
Founder of ROASted
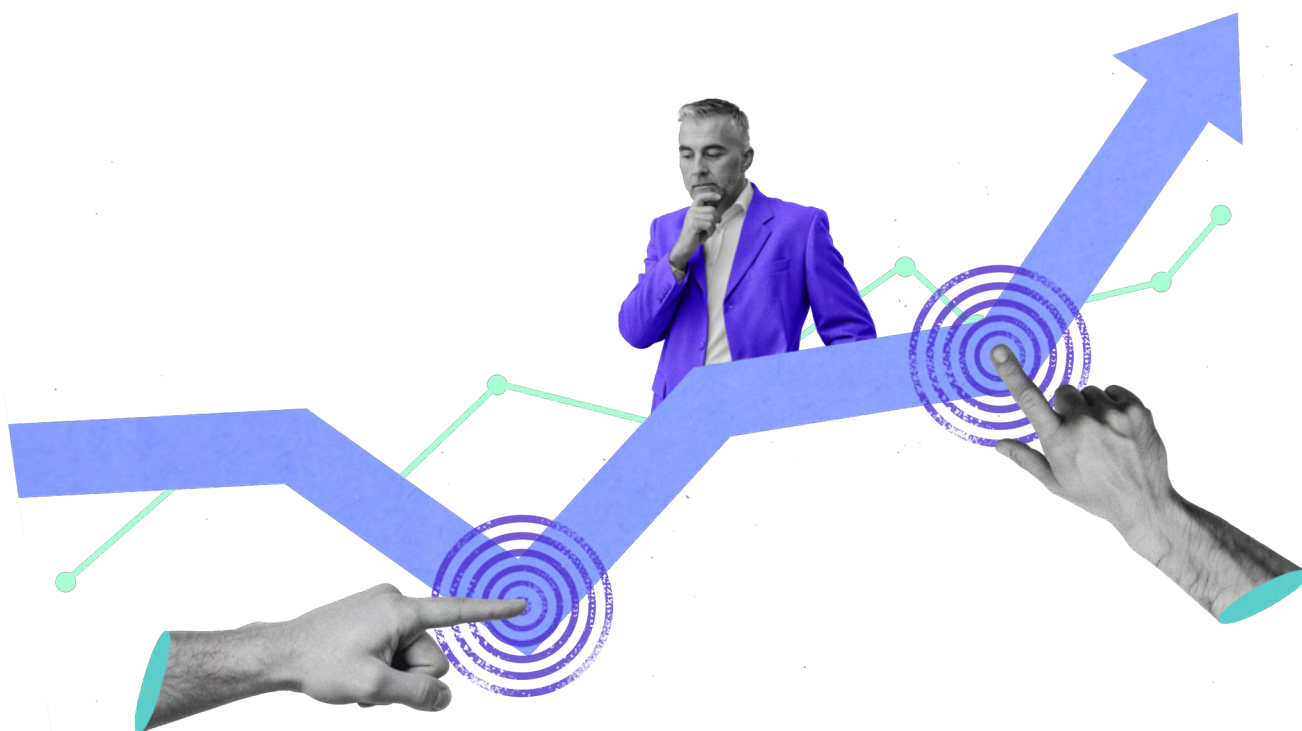
3. Technology

While there are many marketing automation tools available, selecting and implementing the right technology can be overwhelming. Marketers must ensure the tools they're using are not only user-friendly but also capable of managing complex workflows.

Why is this a challenge?

- **Integration & compatibility issues** - If marketing automation tools, CRMs, social media platforms, and analytics tools are not properly integrated, AI systems may not have an accurate picture of a lead's interactions with your brand, leading to misclassification of leads and ineffective follow-up.

- **Complexity of technology** - AI systems used for lead qualification can be complex and may require specialized knowledge to understand and operate. AI models might optimize for the wrong metrics (e.g. focusing on quantity of leads rather than quality), leading to misalignment with the business' goals or marketing strategy.

- **Cost & resource constraints** - While AI and technology have the potential to enhance lead qualification, they come with significant costs and require continuous monitoring, training, and fine-tuning to ensure they perform correctly. Without ongoing maintenance, AI systems can become outdated or ineffective, leading to poor lead qualification.

How to overcome this:

"A positive from 2024 includes the growth of AI, which when used correctly, can help with faster and more accurate targeting and a recognizable shift in the prioritization of quality over quantity, with a focus on high-engaged leads to maximize conversion rates. As time progresses, personalization and data-driven strategies will be key."

Hannah Jenkins,
Head of Content at Entyce Creative
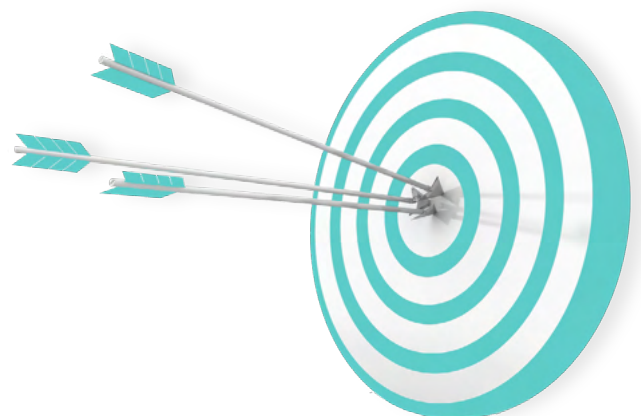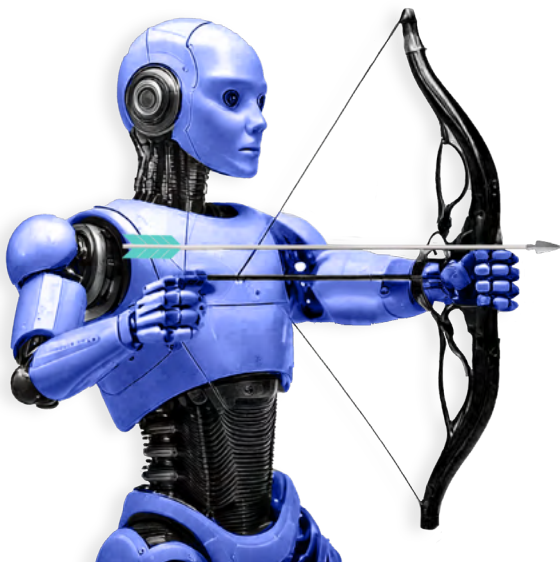
b. Tools

Capturing the right contact details

Tool spotlight: Jotform

All marketers know that capturing the right contact information is crucial for guiding leads through the sales funnel. One tool that stands out for solving this problem, is JotForm.

What is JotForm?

JotForm is an online tool that allows users to design personalized forms without the need for any coding. Its freemium approach makes it easy for businesses of all sizes to use. Its cloud-based features simplify the process when it comes to gathering data, so marketers can say goodbye to the headaches of manual data entry.

Why JotForm just works:

✓ Drag-and-drop interfaces and pre-designed templates allow marketers to create forms in minutes.

✓ JotForm integrates with CRMs and enterprise apps, so data drops directly into your workflows.

✓ SSL encryption ensures sensitive lead information remains secure.

✓ JotForm's automation features reduce errors and provide actionable insights, helping marketers focus on nurturing the right leads.

JotForm meets smart forms

This ties back to what we explored earlier about the rising popularity of smart forms when it comes to the future of lead engagement. JotForm brings many of the same benefits to life, with features like dynamic question paths and integrations that ensure real-time validation. Whether you're new to interactive, rule-based forms or looking to expand, JotForm is making it easier to connect the dots between old-school forms and the personalized, tech-savvy experiences that today's customers want.

Maintaining engagement with leads over time

Tool spotlight: Salesloft.

Staying connected with leads during the sales process can be tough for marketers and sales teams. Our survey found that 19% of marketers have a hard time keeping that engagement steady as leads progress through the funnel. That's where Salesloft comes into play, providing lots of tools to help keep leads engaged, connected, and ready to convert.

What is Salesloft?

Salesloft is a platform designed for sales engagement, giving teams the resources they need to build meaningful connections with prospects and customers. It streamlines workflows and offers real-time insights, helping sales professionals to connect more effectively and efficiently throughout the sales process.

Why Salesloft excels at engagement:

✓ Salesloft allows teams to create and automate personalized communication sequences, keeping leads engaged throughout their journey.

✓ Instant notifications let teams know when a lead engages with an email, link, or any other contact point, allowing them to react quickly when interest is at its highest.

✓ Salesloft connects with CRMs to keep lead interaction data up to date, minimizing the risk of communication gaps.

✓ The platform offers detailed reporting and analytics that give a clear view of how well sales processes are working. Teams can track their performance and alter their strategies using comprehensive engagement and revenue information.

Simon Burlison, Head of Sales Development Representatives at Moneypenny

According to Simon, Salesloft has been a game-changer for his team: "The platform allows us to stay organized, efficient, and highly relevant to our prospects." He highlights how automation and engagement insights have empowered his team to save time and target prospects with precision.

Simon also emphasizes the importance of nurturing leads over time, particularly when prospects aren't ready to make an immediate decision: "With Salesloft, we've been able to maintain steady engagement, build trust, and foster relationships that turn into valuable opportunities."

Salesloft has transformed how Simon's team operates, enabling them to exceed targets and consistently improve their results. For marketers and sales teams seeking to tackle engagement hurdles, Salesloft offers the tools needed to drive better outcomes and build lasting connections.

Getting back in touch with leads promptly

Tool spotlight: responseiQ

Timing plays a big role when it comes to lead management. Our survey found that 34% of marketers face difficulty when it comes to getting back in touch with leads quickly, which is super important for converting them. That's where ResponseiQ comes in.

What is ResponseiQ ?

ResponseiQ is a callback platform that helps businesses connect with leads in seconds. Featuring callback technology, ResponseiQ makes sure potential customers get a call just seconds after they show interest, which helps to drastically improve conversion rates.

Why speed matters:

When a potential customer reaches out for a demo or shows interest in your products or services, it's a clear sign they're interested in your business and could possibly convert. This is where the concept of the 'golden window' comes in. Marketers say that the first five minutes after initial contact is the best time to connect with a lead. And they're not wrong - research shows that your chances of converting a lead plummet by a staggering 80% if you wait longer than five minutes to respond.

These days, people really want quick responses. With ResponseiQ, businesses can take advantage of this need for speed, hitting callback times as low as 27 seconds, well within the golden window and designed to match the high expectations of modern consumers.
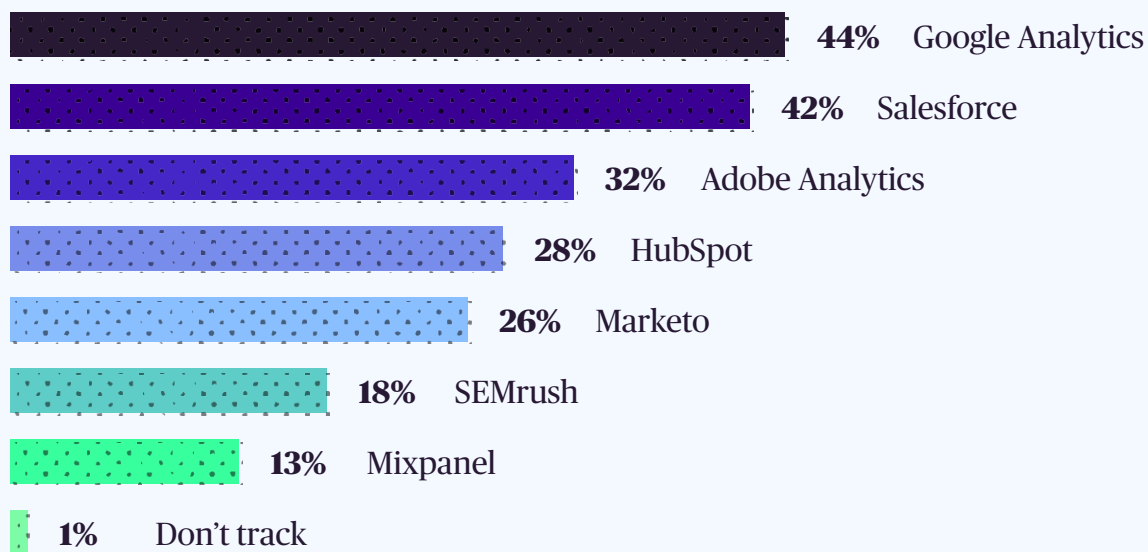
Benefits of ResponseiQ:

✔ Through real-time engagement, ResponseiQ automatically connects sales teams with leads as soon as an inquiry is made.

✔ It gives businesses the opportunity to increase inbound phone leads by up to 24%, helping maximize ROI on marketing efforts.

✔ The platform integrates with analytics tools to enable continuous optimization.

By combining speed and simplicity, ResponseiQ ensures both marketers and sales teams never miss a moment to engage with leads.

Tracking marketing performance and attribution

Knowing what's working (and what's not) is really important when it comes down to maximizing ROI. When we surveyed marketers about the tools they use to monitor marketing performance and attribution, the top responses included:

44% Google Analytics

42% Salesforce

32% Adobe Analytics

28% HubSpot

26% Marketo

18% SEMrush

13% Mixpanel

1% Don't track

The growing complexity of marketing attribution

Marketing attribution has become more complex but also more powerful in recent years. It's no longer just about giving credit to the 'last click'. Advanced models like multi-touch attribution (MTA) and data-driven attribution (DDA) now show how every step of the buyer's journey contributes to success. These tools help marketers see what's working and where to improve.

Tools like Salesforce and Google Analytics are leading the way in helping marketers connect the dots. For example, Salesforce's CRM integration links campaign actions directly to sales outcomes, giving marketers clear insights into what drives revenue - no wonder 42% of marketers rate it as essential. Google Analytics uses a machine learning model, making it easier to understand how campaigns work together to drive results.

Expanding attribution insights with the right mix of tools

HubSpot recorded in their recent release, 'The State of Marketing', that 1 in 4 marketers report that their marketing data is fully integrated with their tools and that marketers should plan to invest in the channels that bring in the best results, prioritize building relationships with their audience, and automate manual tasks to make way for more human marketing.

Our research shows that relying on just one marketing tool to track, capture and qualify leads just isn't enough. Using multiple tools for your lead management ensures efficient automation of data into your CRM system for you to track where they came from and where in the sales funnel they are currently. Using different tools will help your business stay on top of targets and ensure a great experience for your prospects.

"With so many tools available, with different use cases, multiple features, and often a lot of crossovers in functionality, it can be difficult to identify the most effective tools for your marketing stack. When looking at incorporating new tools, I ask myself: What can this tool do for me that others can't? Can this tool help me to achieve my objectives? Will this tool make my life easier?"

Dan Marshall,
Group Head of Digital at Moneypenny

Read more from Dan on marketing tools by visiting Moneypenny Resources
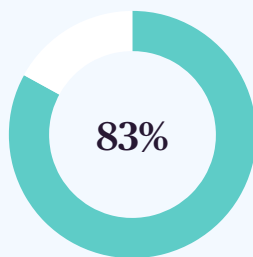
Learn more →
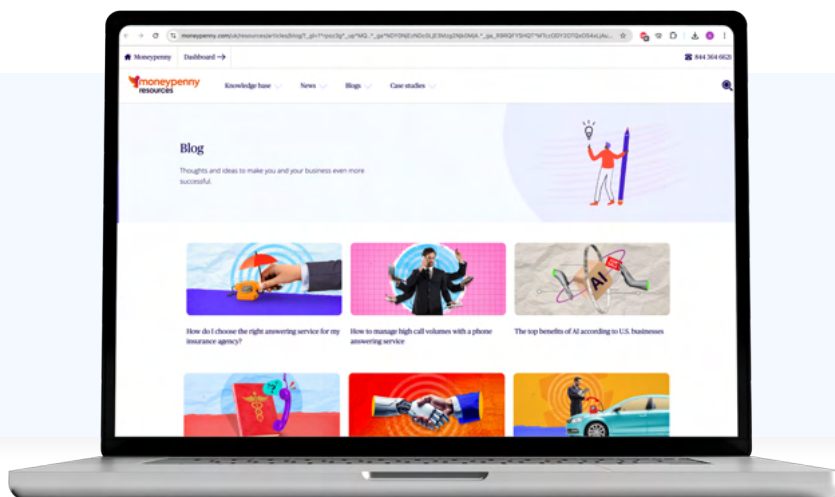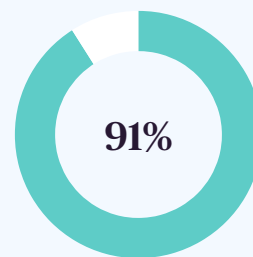
c. Outsourcing

Who is outsourcing?

You might be surprised to learn that 81% of marketers today don't do it alone, they rely on the help of outside experts. And it makes perfect sense! As costs keep climbing and marketing gets more complex, businesses are looking for smarter ways to get things done.
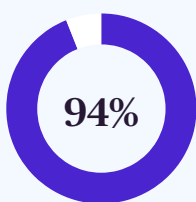
By company size:
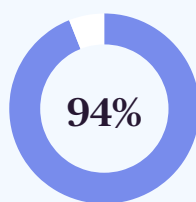
83%

Small businesses
(under 100 staff) outsource

91%

Medium-to-large businesses
(100+) outsource

By sector:

94%

Legal

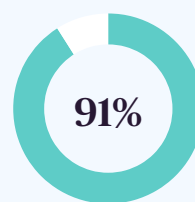**94%**

Finance

91%
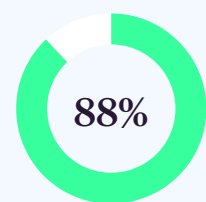
Technology

88%

Healthcare

With market demands getting trickier, being able to adapt swiftly and act accurately is important now more than ever. Outsourcing isn't just a stopgap solution, it's a pathway to smarter, faster, and more impactful marketing. The question isn't if businesses should outsource, it's how they can leverage outsourcing to achieve their goals.

Why are more sectors turning to outsourcing?

Across industries, outsourcing has proven to be a key tool for overcoming marketing challenges:

Cost management

Rising costs are a struggle that many industries are facing. With inflation, higher wages, and increased payroll tax and benefit contributions, running operations in-house is undoubtedly getting pricier. For many sectors, outsourcing is a great solution, helping to keep quality up while keeping expenses in check. By teaming up with outside experts, industries can stay competitive without breaking the bank.

Flexibility and scalability

Business is constantly changing, and your marketing needs to keep up. Outsourcing can make it easier for businesses to adapt, giving them the ability to ramp up or scale down their marketing efforts as needed. When companies choose to outsource, they can concentrate on their main goals and continue progressing without being slowed down by the restrictions of their internal resources.

Specialized expertise

Marketing is moving faster than ever, with new tools, trends, and strategies emerging constantly. By outsourcing, businesses can tap into specialist knowledge tailored to their sector.

Faster growth, lower risk
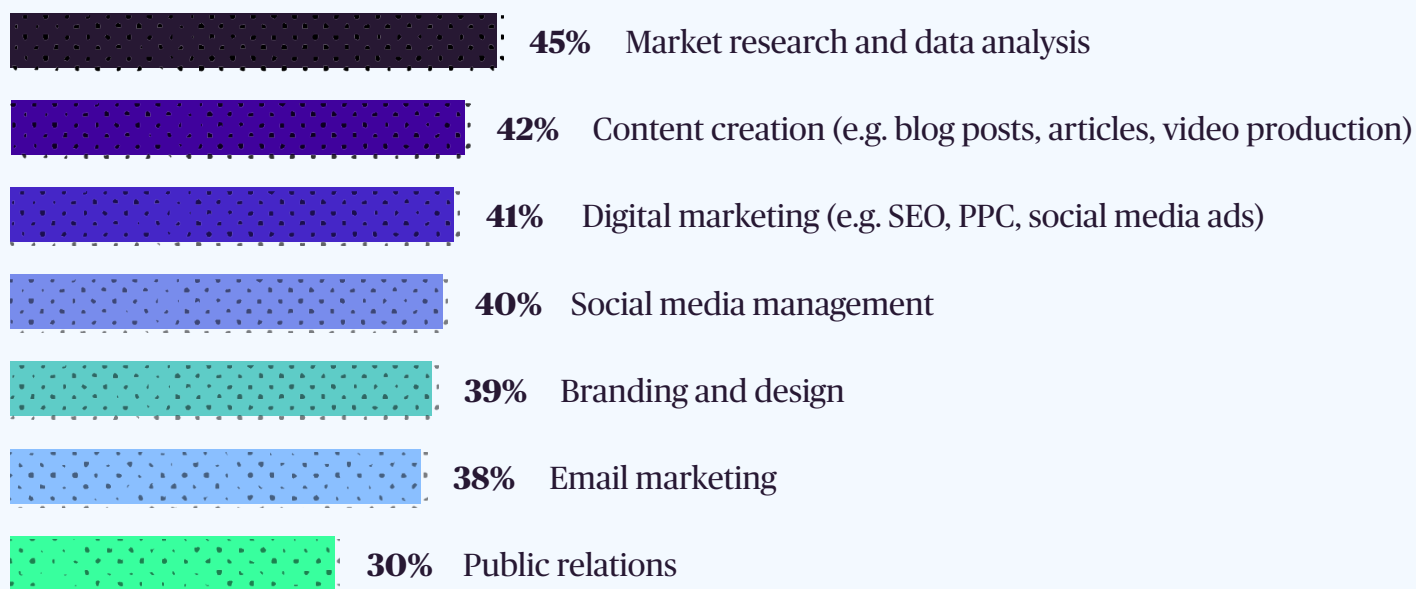
Rapid business growth can often come with its own set of challenges, especially if your team is new or overwhelmed. That's where outsourcing is helpful, offering both speed and reliability. Outside partners keep up with the market, adjust to your needs, and make sure everything runs smoothly.
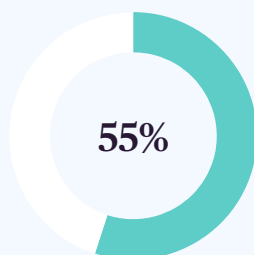
55% of businesses are thinking about outsourcing more of their marketing in the next year

What are companies outsourcing?

45%   Market research and data analysis

42%   Content creation (e.g. blog posts, articles, video production)

41%   Digital marketing (e.g. SEO, PPC, social media ads)

40%   Social media management

39%   Branding and design

38%   Email marketing

30%   Public relations

Our statistics show that market research and data analysis are at the forefront, highlighting how businesses depend on outside experts to help them to navigate complex, data-heavy decisions.

Content and digital requirements are also popular outsourced roles, as companies focus on a variety of strategies to engage with target audiences on and offline.

Who is driving the outsourcing trend?

Outsourcing has moved beyond being just a buzzword; it's becoming a solid strategy that's gaining serious traction, particularly with younger marketers. Our research indicates that 60% of marketers under 40 are open to the idea of outsourcing.

Younger marketers, especially Millennials and Gen Z, are a lot more open to outsourcing compared to older generations. This younger demographic is shaping the future of marketing, welcoming outsourcing for its flexibility, access to the latest tools, and the ability to deliver great results.

Why are younger marketers more open to outsourcing?

They've grown up digital

For Millennials and Gen Z, life has always been digital. So, it's no surprise they're comfortable using technology and bringing in outside help to get things done. To them, outsourcing is just another way to collaborate and work smarter.

They value experts

Younger marketers know the power of specialized skills like SEO, data analytics, and social media management. Outsourcing gives them access to this expertise without the cost and commitment of hiring full-time staff.

They're driven by innovation

Always looking ahead, these generations love trying new tools and trends. They choose outsourcing partners who bring fresh ideas and creative solutions to the table, helping them stay ahead of the competition.

Budgets in outsourcing

High budgets: prioritizing strategy and innovation

Businesses with annual marketing budgets over $1.25 million can afford to invest in strategic, high-impact initiatives.

Top outsourced priorities for larger budgets include:

- **Advanced performance tracking** - helping measure and maximize ROI across all channels. 100% of surveyed companies in this bracket say they depend on these tools.
- **Comprehensive market research** - providing deep insights into customer behavior.
- **Data analysis and reporting** - turning complex data into actionable strategies.

By outsourcing these functions, big-budget companies can concentrate their internal teams on long-term strategies and innovation.

Medium budgets: focused on growth

For companies with marketing budgets ranging from $315,000 to $1.25 million, outsourcing is about striking the right balance between effectiveness and efficiency. About 30% of businesses in this range are seeing strong results by choosing to outsource.

The top outsourced tasks usually include:

- **Social media management** - keeping followers engaged on various platforms.
- **Branding and design** - ensuring a polished and cohesive image.
- **Email marketing** - cultivating leads and strengthening customer connections.
- **Content creation** - producing high-quality materials that boost engagement.

By leveraging outsourcing, mid-sized businesses can streamline their operations while staying cost-effective, proving that smart investments drive big results and support long-term growth.

Smaller budgets: big results for less

For businesses with annual marketing budgets under $315,000, outsourcing is all about making a big impact without overspending.

The top outsourced tasks usually include:

- **Digital marketing** - great for boosting online visibility.
- **Email marketing** - a cost-effective way to connect with customers.
- **SEO and PPC management** - excellent for driving targeted traffic.

Outsourcing gives smaller businesses access to high-level marketing expertise while staying budget friendly. It's proof you don't need a huge budget to get professional-grade results.

4. Conclusion

Our research has shown that marketing teams are generating more leads than ever, but many struggle to qualify them effectively. Capturing and qualifying leads isn't just about volume, it's about finding the right leads and nurturing them for long-term success.

To improve lead quality and conversion, here are our key takeaways:

- **Prioritze lead qualification**
  Focus on identifying high-value leads rather than just increasing numbers.

- **Leverage marketing tools**
  Automation and AI-driven tools can help streamline lead capture and qualification.

- **Outsource strategically**
  Services like Moneypenny can enhance efficiency, ensuring no valuable lead is missed.

- **Engage and nurture leads effectively**
  Personalized follow-ups and targeted communication improve conversion rates.

- **Maximize productivity**
  Free up internal teams to focus on high-impact activities that drive growth.

By refining your lead qualification process and using the right tools and support, you can make your marketing efforts more efficient, your team more productive, and ultimately drive sustainable business growth.

5. Introducing Moneypenny

As the world's customer conversation experts, Moneypenny's unique blend of brilliant people and AI technology integrates seamlessly to deliver customer communications that unlock valuable opportunities for businesses, 24/7. Available across all voice and text channels, Moneypenny responds to and fulfills requirements for thousands of US, UK and European clients who value their reputation and recognize that the key to sustainable growth is working with a partner who allows them to scale in an agile way.

Moneypenny supporting lead management

Moneypenny's Lead Management Service helps businesses capture, qualify, and convert more leads with maximum efficiency. Our team of expert receptionists answer your calls and gather the key details you need from new inquiries, qualifying leads there and then. During calls, they can also schedule appointments, take payments and send new leads straight into your CRM system, freeing up your sales team to focus on faster conversion and ensuring no opportunity is missed.

Key features of the solution:

- Professional call handling
- Real-time lead qualification
- Seamless CRM integration
- Calendar management & secure payment taking

"With Moneypenny's Lead Management Service, marketers no longer have to worry about high-intent calls slipping through the cracks. New leads are captured and qualified in one call, then passed on instantly, helping teams to convert faster, prove campaign impact and hit targets with confidence - all while delivering a fantastic first impression of their brand."

Sally Moth,
Group Head of
Product Marketing
at Moneypenny

Talk to the world's customer conversation experts

866.766.5050
justask@moneypenny.com
moneypenny.com

moneypenny