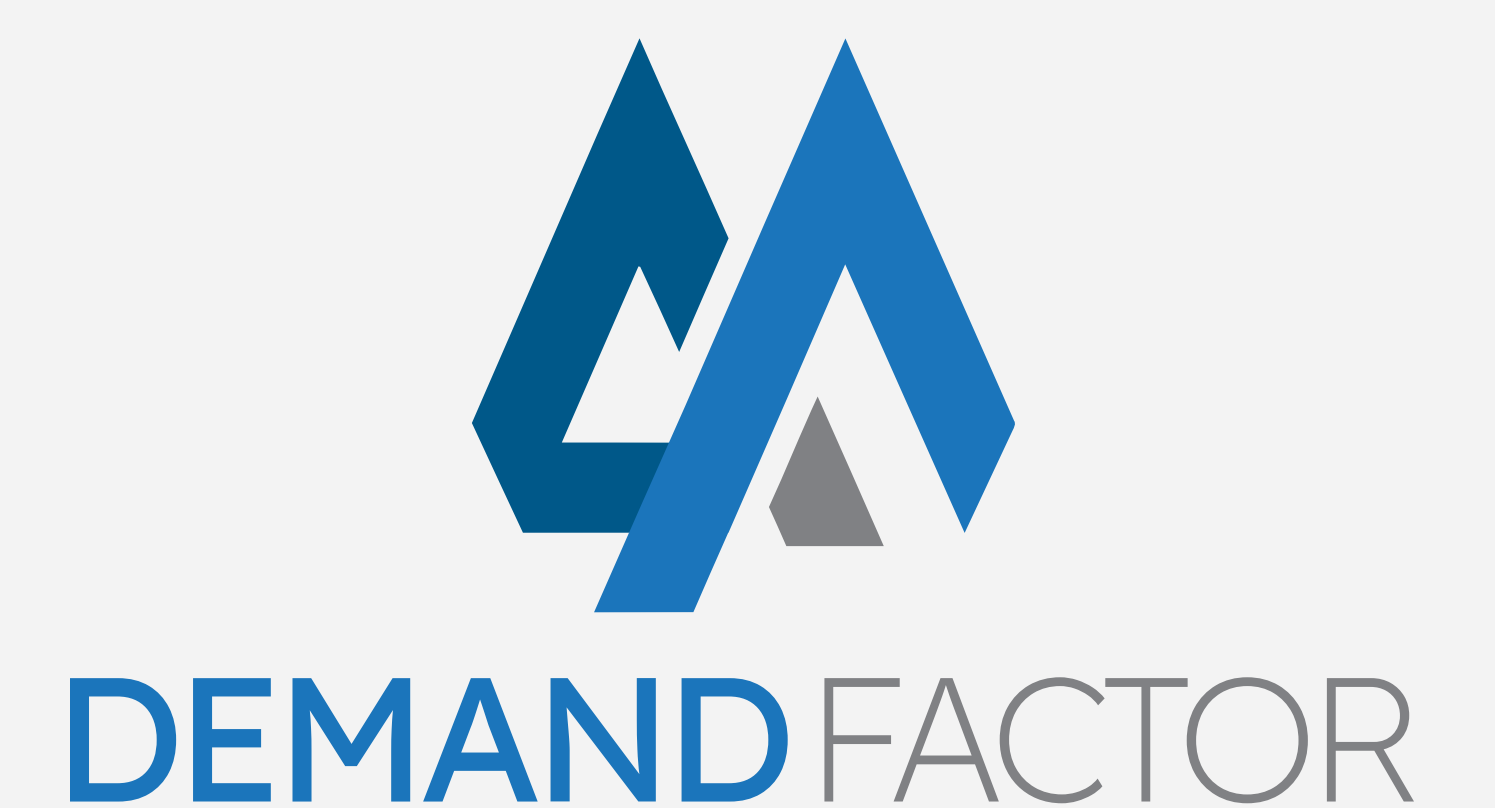


VENDOR EVALUATION



✔ POSITIVE INDICATORS

- Long-Term Vision
- Clear Strategy and Plan
- Data-Driven Approach
- Expertise in the Industry and Channel
- Continuous Adaptation
- Communication
- Flexibility

✘ VENDOR RED FLAGS

- Lack of Transparency
- Overpromising
- No Clear Strategy
- 3rd Party Insights
- Unwillingness to Collaborate
- No Follow Through

QUESTIONS TO ASK

Can you provide examples of successful demand generation campaigns you've run for similar businesses in our industry?

How do you customize your demand generation strategies to fit our unique business and industry needs??

How do you measure and report on the success of your demand generation campaigns? What key performance indicators (KPIs) do you track?

Can you explain your lead scoring process and how it ensures lead quality for our sales team?

Do you have experience with marketing automation and CRM systems, and can you integrate them into our demand generation efforts?

What is your approach to A/B testing and optimization? How do you continuously improve campaign performance?

What is your process for aligning marketing and sales teams to ensure lead generation efforts result in conversions?

Can you provide references from current or past clients we can contact to learn about their experiences working with your agency?

What is your pricing structure, and what is included in your fees? Are there any additional or hidden costs we should be aware of?

How do you handle unforeseen challenges or changes in market conditions that may impact our campaigns?

What is your client onboarding process, and how long does it typically take to set up and launch a campaign?

Can you explain your data security and privacy practices to ensure compliance with relevant regulations (e.g., GDPR, CCPA)?

What level of communication and reporting can we expect during the course of our engagement with your agency?

How do you approach longterm client relationships and client retention?

What happens if the results of a campaign don't meet our expectations? How do you handle performance guarantees or service level agreements?



Want to learn how to better evaluate demand generation vendors?

We're here to help coach you with more questions to ask and what answers to look for.

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