MAGROFY

The Pipeline Conversion Playbook

What to do in the first ten days after a lead lands. Routing, speed, the opening line, the follow-up sequence, and the marketing to sales agreement that stops the argument before it starts.

WRITTEN FOR THE PEOPLE WHO OWN THE HANDOFF, ON BOTH SIDES OF IT

Magrofy Inc · September 2026

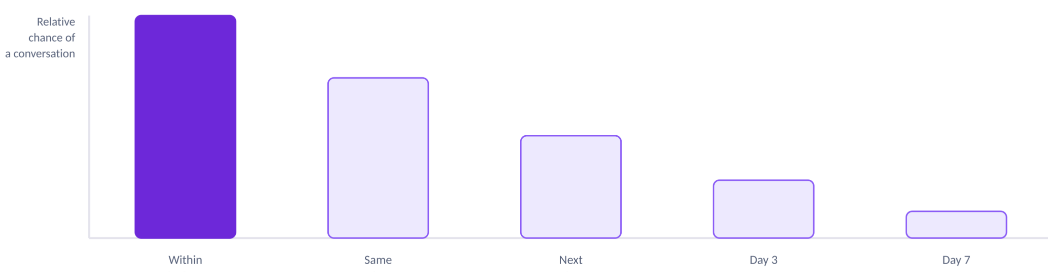
The gap where pipeline dies

A syndicated lead is a person who told you what problem they are working on. That is worth more than almost anything else a marketing team can hand over, and most of it is destroyed in the gap between the record arriving and a human being doing something useful with it.

The gap has three parts and all three are fixable in a week. The record waits. It arrives without the context that would make the first call worth taking. And nobody agreed what working it actually means, so one attempt counts as working it.

THE COST OF THE WAIT

A record that waits for a nightly batch has already spent the most valuable hours it will ever have.



Shape is illustrative of a well documented pattern in B2B response. The point is the slope, not the precise values.

Measure this, not that

Time from the opt-in event to first human contact.

Median, not average. One bad week hides in an average.

Measured from the event, not from your upload.

The number that most often explains a disappointing programme.

WHAT THIS PLAYBOOK ASSUMES

That the leads are in specification. If they are not, this is the wrong document and **The Lead Specification Handbook** is the right one. Conversion work applied to a bad specification produces a well run programme aimed at the wrong people.

That you have the provenance. Every Magrofy lead carries the publication, the asset, the timestamp, the consent sentence as displayed, and every custom question. Most of what follows depends on somebody actually using those fields.

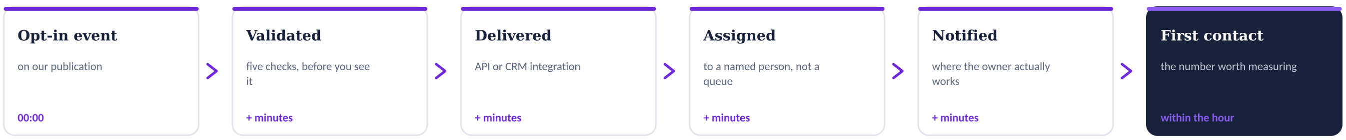
DAY ZERO

Route it, and route it to a person

A record that waits for a nightly batch has already spent the most valuable hours it will ever have. A record assigned to a queue has been assigned to nobody.

ROUTE IT, AND ROUTE IT TO A PERSON

A record that waits for a nightly batch has already spent the most valuable hours it will ever have.



Stamp the opt-in time and the first contact time. These two fields are the most diagnostic numbers in the programme and almost nobody captures both.

Where it goes wrong	How Magrofy handles it
Records are delivered in a weekly file and uploaded by hand, so the average lead is three days old before anyone sees it and the freshest intent in the programme is spent on a spreadsheet.	Three delivery routes are live: direct to you by file or CRM integration, into a demand marketplace, and real time API into a demand network. The API route writes into the system you already use.
Leads land in a shared queue, so ownership is ambiguous and the record ages while everyone assumes someone else has it.	We deliver per record with the fields your routing rules need to assign it, and we test the full path with a live record before the first real one arrives.

Open on what they read

The most common failure in the first call is not speed. It is that the rep opens with a product pitch to somebody who asked a specific question, and the person on the other end concludes correctly that nobody looked.

The opening line writes itself from the record

What the record says	What the opening acknowledges	What it must not do
Asset was a benchmark report	They are building an internal case and need comparison. Open on what the benchmark showed for companies like theirs.	Ask whether they have budget. They are earlier than that, and the question ends the call.
Asset was a template, model or checklist	They intend to do the work. Open on the step in it that people usually get stuck on.	Treat a template download as a buying signal. It is an intent to act, which is better and different.
Asset was a compliance or regulatory update	They have an obligation with a date on it. Open on the date.	Sell a platform. Answer the obligation first.
Asset was a reference architecture or technical document	They are evaluating fit against what they already run. Open on the integration point.	Route it to a generalist. This reader will disqualify on the first vague answer.
Qualifying answers show timing beyond twelve months	They are real and they are not now. Open on the research and agree a date to return.	Force a meeting. It converts a future customer into a declined one.

The four things the rep should have before dialling

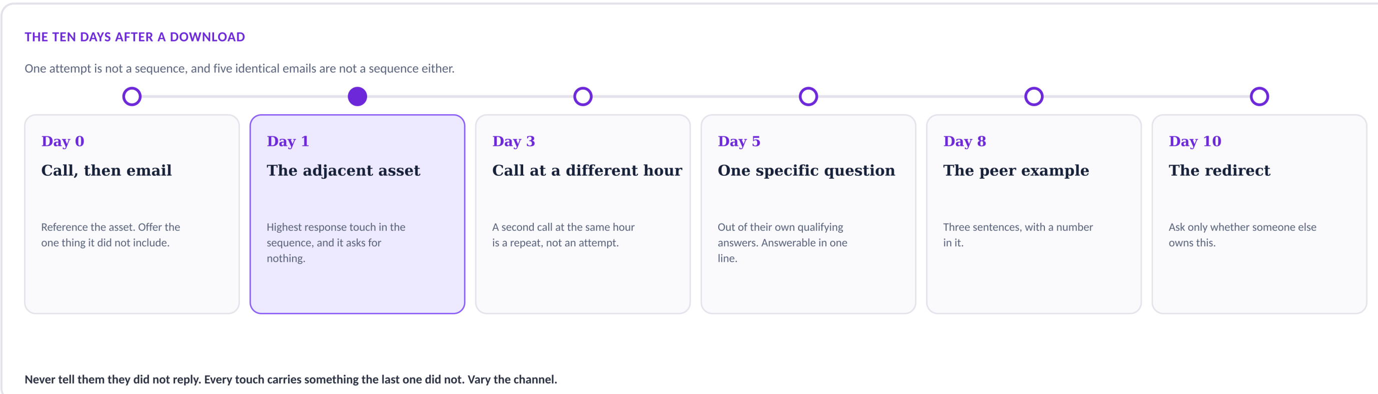
- **The publication and the asset**, by name, so the opening is specific.
- **The date of the opt-in event**, so the reference is accurate rather than vague.
- **Every qualifying answer**, because the answers are the agenda.
- **The consent sentence as displayed**, because when somebody asks how you got their details the answer is a dated record rather than an apology.

Where it goes wrong	How Magrofy handles it
Syndicated leads arrive as a name and an email, so the rep has nothing to open on and falls back on the product, and the call fails on the first line.	Every lead carries source publication, exact asset, date and time, the consent sentence as displayed, IP and cookie at the event, the full contact and company fields, and every custom question you specified.
The provenance is delivered but stops at the marketing operations layer, so it never reaches the person making the call.	We will map the provenance fields into your CRM at setup rather than into a reporting table, because a field the rep cannot see does not exist.

DAYS ONE TO TEN

The ten day sequence after a download

One attempt is not a sequence and five identical emails are not a sequence either. What follows is a shape that works on syndicated demand, where the person has raised a hand on a subject rather than on a product.



THREE RULES THAT MATTER MORE THAN THE SEQUENCE

Never tell them they did not reply. It reframes your follow-up as their failure and it is the fastest way to lose a warm record.

Every touch carries something the last one did not. If a touch has nothing new in it, the touch is a reminder that they are on a list.

Vary the channel. Email, phone and a professional network are three different chances at the same person. Running all three lowers the number of email touches needed, which protects deliverability at the same time.

Where it goes wrong	How Magrofy handles it
Nobody agreed how many attempts constitute working a lead, so one voicemail and one email produce a record marked unresponsive.	We agree the follow-up commitment as part of the specification conversation. A delivery standard and a working standard have to be set together for either to mean anything.
The sequence is the same generic nurture used for inbound, so a person who asked about one specific problem receives messaging about something else.	Per record provenance lets the sequence branch on the asset and on the qualifying answers, which is the whole point of capturing them.

THE REAL PROBLEM

Why sales rejects syndicated leads, and how to stop it

Sooner or later somebody says syndicated leads do not convert. It is worth taking seriously and it is almost never a statement about the records.

What is said	What is usually true	What fixes it
The leads are junk	The specification allowed a population nobody wanted, and the records match it perfectly.	Rewrite the specification with disqualifiers and controlled lists. The Lead Specification Handbook covers this.
They never answer	The records were three days old on arrival and were called once at the same hour.	Route on arrival, assign to a person, and agree an attempt commitment across channels.
They were not expecting my call	The rep opened on the product rather than on the asset the person requested.	Put the provenance fields in front of the rep and open on what they read.
They are not in market	True of most of them, and true of every audience. The programme was measured on a sales cycle it cannot fit.	Agree at scoping which measure is judged at which point, and recycle rather than close.
They are too junior	The seniority floor was written for the signer and excluded the evaluator, or the asset attracted the operator.	Choose the asset for the committee role you need, and treat the first contact as an entry point rather than the buyer.

The reason this matters commercially is that the belief is self proving. Once a team decides a source does not convert, the records from that source get worked less, and the conversion rate falls, which confirms the decision. Breaking the loop needs evidence at the record level, which is the one thing a provenance-carrying lead can supply.

WRITE THIS DOWN

The marketing and sales agreement

One page, agreed once, and most of the argument disappears. Every line below is a commitment by one side to the other.

THE AGREEMENT THAT STOPS THE ARGUMENT

One page, agreed once. Every line is a commitment by one side to the other.

Marketing commits to

- Deliver only records that match the written specification, and replace the rest.
- Deliver within the agreed pacing, evenly, never loaded at the end.
- Supply the provenance fields into the CRM where the rep can see them.
- Publish the rejection grounds and act on them inside the flight.
- Report per asset performance so the next brief improves.

Sales commits to

- Work every in-specification record to the agreed attempt count.
- Contact inside the agreed window, measured from the opt-in event.
- Open on the asset and the qualifying answers, not on the product.
- Reject with a reason that references a specification line, at the time.
- Record disposition honestly, including recycled rather than closed.

The four numbers to publish weekly

- **Time from opt-in event to first human contact**, as a median rather than an average.
- **Attempt completion**: the share of records that received the agreed number of attempts.
- **Acceptance rate and rejection reasons by category**, which is the most useful number in the whole programme.
- **Conversation rate**, meaning a two way exchange, separated from meeting rate.

Where it goes wrong	How Magrofy handles it
Conversion is reported without attempt completion next to it, so a working programme and an unworked one look identical.	We report delivery and acceptance per record. Publishing attempt completion alongside it keeps what the record was and what was done with it separable, which is the only way the argument can be settled.
The programme is judged at week twelve on a category with a nine month sales cycle.	We agree at scoping which measure is judged at which point, so the twelve week number is one that is actually knowable at twelve weeks.

What to measure, and when

MEASURE AT FOUR POINTS, AND ONLY FOUR

A readout that reports a supplier's own quality statistics is a sales document.

WEEK 1

Integration, routing, time to first contact

Almost every disappointing flight has a fault visible here.

WEEKLY

Run state, acceptance, rejection reasons by category

A rising rejection category is correctable inside the flight.

DAY 30

Attempt completion, conversation rate, per asset

Low attempt completion means the programme was never tested.

DAY 90

Opportunity creation, committee coverage

Whether it is producing pipeline or producing records.

Then change one variable per cycle. Changing three at once produces a result nobody can attribute.

Then change one thing

One variable per cycle: the asset, the seniority floor, the qualifying questions, the sequence, or the account list. Changing three at once produces a result nobody can attribute and a next cycle that inherits the confusion.

The first ten days checklist

- [ ] Delivery route tested end to end with a live record before launch.
- [ ] Records routed on arrival, not on a batch cycle.
- [ ] Every record assigned to a named person automatically.
- [ ] Notification lands where the owner actually works.
- [ ] Opt-in time and first contact time both captured.
- [ ] Provenance fields mapped into the CRM where the rep can see them.
- [ ] Opening lines written per asset type, not per product.
- [ ] Attempt commitment agreed: how many, across which channels, inside what window.
- [ ] Recycle rule agreed, separate from the close rule.
- [ ] Rejection grounds reference specification lines and return at the time.
- [ ] The four weekly numbers published to both teams.
- [ ] The measure that will be judged at week twelve, agreed in advance.

THE SERVICE, PLAINLY

What Magrofy actually does here

We run content syndication. Your content sits gated on our own publication sites. A reader requests the whitepaper, ebook or infographic, and we capture the consent at that point, in our wording, on our page. You receive MQLs and HQLs against the profile you set, priced per accepted lead.

Targeting comes in one of two forms and you choose: a **target account list** you provide, or a **buyer persona and ICP**. Either way the specification you write is the contract, we hold it, and we build the form to it.

We own and operate six B2B publications, which is the whole of the difference. The audience exists because people subscribe to those titles and come back to them, not because we bought a file. That is why every lead can carry the publication, the asset, the timestamp and the consent sentence as it was displayed.

The six titles and who reads them

Publication	Audience
Business Infomatics	IT and security. The specialist core, running since 2018.
Look At Business	Operations, logistics and transport, and the wider business.
Marketing Hub Media	Marketing and demand generation.
Sales Hub Media	Sales, revenue operations and enablement.
HR Hubs Media	HR, talent, rewards and people operations.
Financy Hub	The office of the CFO.

BEFORE YOU COMMIT

The terms, and what we do not do

The four terms, in the contract rather than in a deck

IN THE CONTRACT, NOT IN A DECK

90%	1 : 1	6	2%
acceptance	replacement	months exclusivity	maximum bounce
against the specification your team wrote	at our cost, no cap, no claim window	on every lead delivered to you	on delivered records, validated before hand-off

- **90% acceptance.** At least 90% of delivered leads match the specification your team wrote. The specification is the test, not our own quality statistics.
- **One for one replacement.** Anything rejected is replaced at our cost. No cap on the number and no claim window you have to hit.
- **Six months exclusivity.** A lead delivered to you is not delivered to another buyer for six months from the date of the opt-in event.
- **2% maximum bounce.** On delivered records. Every address is validated before hand-off, and a record that would fail is rejected by us rather than by you.

What we do not do

- **No purchased lists.** Nothing in the first-party file was bought, and we do not append third party data into it. Third party validation is used to reject records, never to source them.
- **No resellers and no outsourced delivery.** Fulfilment is direct.
- **No appointment setting.** We qualify and hand the conversation to your team.
- **No attendance guarantees on webinars.** We deliver registrations and expressed interest, because attendance is not something a supplier controls.
- **No claim to be strong everywhere.** If your programme sits somewhere we are thin we would rather say so before a contract than after one.

THE NEXT STEP

If you already run syndication and it is not converting, send us the specification and the rejection reasons rather than the conversion rate. Those two documents will tell us between them whether the problem is the records or the handoff, and we will say which even when the answer is not commercially useful to us.

Email **info@magrofy.com**. We come back inside 24 hours with feasible volume and a price, and we tell you if a line in your specification cannot be filled.