

DOUBLE TOUCH LEADS BY SALESBOXAI

Two content engagements. One strong buying signal.

What is a Double Touch Lead?

- A contact who engages with your brand through two distinct content interactions.
- Repeated interest makes them more qualified and engaged than a single-touch lead.

Why it matters



Deeper engagement signals real interest



Smarter qualification with pattern-based intent



Higher conversion readiness

What can count as a ‘touch’

A ‘touch’ is any meaningful interaction that reflects genuine engagement with your brand or content. Examples include:

1 2 3 4 5



Content assets

eBook, whitepaper, analyst report, case study



Interactive content

Webinar attendance, demo request, event registration, survey participation



Digital engagement

Product or solution page visit, pricing page view, intent-based ad click



Sales interactions

Reply to outreach email, meeting booking, chatbot conversation



Community or thought leadership

Newsletter read, LinkedIn post engagement, industry forum download

Not All Leads Are Equal: The Power of a Second Touch

See the difference between a standard lead and a high-intent, SalesboxAI Double Touch Lead

Single Touch Leads
The Old Way



SalesboxAI Double Touch Leads
The Intelligent Way

What is it?

A contact who has engaged once. (e.g., downloaded one whitepaper)

A contact who has engaged twice with your content in a meaningful way.

Level of Intent

Uncertain. A single action doesn’t prove genuine interest—it could be a fleeting click.

Verified. Repeated interaction shows genuine and sustained interest in your solution.

Qualification Method

Static. Based on a single data point (the download).

- No context of timing or sequence
- Prone to false positives

AI-Driven. SalesboxAI’s native AI agents:

- Analyze the first touch to automate timing and selection of the perfect second touch
- Score engagement across both touches for a highly accurate intent signal

Data Intelligence

Limited behavioral insights

- Engagement happens in isolation
- No feedback loop to optimize targeting

Adaptive learning engine

- Connects first-party and behavioral data
- Continuously refines touch strategies for better targeting

Result for Sales

- Cold outreach
- Low conversion rates
- Wasted marketing spend

- Warm conversations with engaged, educated prospects
- Higher conversion rates
- Maximized ROI on content

✓ Double the intent ✓ Double the touch
✓ Double the revenue

Power your next campaign with SalesboxAI Double Touch Leads