



Do Aged Leads Still Work? What 13,133 Actual Dialer Attempts Showed

Description

By James Schulze

This article presents a real-world example of how aged leads can outperform more recently generated leads. It also gives business owners valuable insights on how they can best activate aged leads with the right attention to cadence, deliverability, and scripting.

Do aged leads still work? At The Leads Warehouse, we have been selling aged leads for more than 20 years. We know aged leads can work across industries including solar, MCA / business funding, tax debt resolution, Medicare, final expense (FEX), ACA health insurance, and many other verticals.

But rather than simply telling you that aged leads work, we recently received something much more interesting: an actual dialer performance report from a client. At The Leads Warehouse, we *partner* with our clients. We share tech tips and scripting recommendations. And we receive real-time feedback on our leads's performance.

Our most recent client report included data on 13,133 outbound call attempts made against leads of different ages, ranging from less than 30 days old to more than 365 days old. The results provide a real-world look at an important question marketers frequently ask: Do aged leads still work as they get older?

The short answer from this campaign is *yes*. In fact, the aged leads substantially outperformed the newest leads in the campaign. Let's dive a little deeper.

PART 1: What 13,133 dialer attempts tell us about aged leads

The client separated the aged leads into four age ranges, as shown below:

Lead Age	Calls	Con
0–30 days	2,619	
30–90 days	2,322	
90–180 days	3,445	
365+ days	4,747	
Total	13,133	

The first thing that jumps out is that the **90-180 day aged leads were the strongest-performing leads in the campaign**. Those leads generated **14** of the campaign's **24** goals, or approximately **58%** of all goals. They also had the highest connection rate at **2.81%**.

Meanwhile, the newest 0-30 day leads generated zero goals despite **2,619** call attempts and a **2.42%** connection rate. Even the oldest aged leads performed. The 365+ day leads generated **6** goals from **4,747** calls.

This doesn't mean a 365-day-old lead is inherently better than a new lead, but it does demonstrate something important: **Lead age alone does not determine whether a lead will convert**. Businesses calling consumers cannot discount human behavior. Market researchers can share the psychological motivations behind consumer purchases. At The Leads Warehouse, we provide key metrics that mesh with consumer psychology. They include:

- On real-time leads, **50%** of consumers take over **90** days to make a purchase.
- **80%** of deals close between **touch 5 and 12**.
- Real-time leads close at a rate of about **2% to 5%**.

These numbers are consistent across all of the aged leads verticals we sell. Market research companies provide similar numbers when studying purchasing behaviors. Whether a company is purchasing aged solar leads, aged MCA leads, aged tax debt resolution leads, aged Medicare leads, aged FEX leads, aged ACA leads, or other aged leads, the database is only the starting point. The real magic behind aged leads is how to activate them.

Aged leads aren't dead leads

One of the biggest misconceptions about aged leads is that consumers somehow stop being prospects because time has passed. But many consumer needs don't disappear in 30, 60, or 90 days. For example:

- A homeowner may still be considering solar.
- A business owner may still need working capital or an MCA.
- A consumer may still have tax debt.
- A senior may still be evaluating Medicare options.
- A household may still need life insurance or final expense coverage.
- A consumer may still need ACA health insurance.

The original inquiry may have aged. The underlying need may not have. This is one reason The Leads Warehouse has built aged lead programs across numerous verticals. Aged leads give marketers a larger and significantly less expensive audience to work with than relying exclusively on real-time leads.

But buying aged leads and successfully activating aged leads are two different things. That brings us to the second half of the question.

PART 2: How to activate aged leads

If you purchase 1,000 aged leads, call them once, and decide that aged leads don't work, you haven't really tested the leads. You've tested one call attempt. Statistics show that **80%** of

salespeople stop after **2** calls, but consumers are **90%** likely to pick up with **6** or more calls. The fallacy of the “one touch close” is that the salesperson likely doesn’t realize they are in the 5 to 12 touch bucket.

Successful aged lead marketing requires an activation strategy built around three things: cadence, deliverability, and scripting.

Cadence: Aged leads need multiple touches

At The Leads Warehouse, we recommend thinking in terms of a sustained contact campaign rather than a single dial. One aggressive aged lead activation strategy is to work the database **3 times per day for approximately 3 weeks**, using multiple communication channels where permitted. That can include:

- Phone calls
- SMS/text messages
- Email

The objective isn’t simply to hammer the same consumer with the same message repeatedly. The objective is to create multiple opportunities for the right message to reach the consumer through the right channel at the right time. Someone may ignore a phone call at 10:00 a.m. but respond to a text later that afternoon. Another consumer may ignore the text but open an email. Another may finally answer the phone after recognizing the number from previous contact attempts.

This principle applies whether you’re working aged solar leads, MCA leads, tax debt resolution leads, Medicare leads, FEX leads, ACA leads, or other aged leads. **Aged lead activation is a process, not an event.** Smart automation with dialers, SMS platforms like SalesGodCRM, and email platforms makes the process scalable.

Deliverability: Your message has to reach the consumer

Cadence means very little if your communications aren’t being delivered. For calling campaigns, businesses should pay close attention to caller reputation and whether their numbers are being identified as potential spam. If your caller ID is showing “Spam Likely,” the problem is not your aged leads. Consumers may simply not be answering your calls.

SMS requires the same attention to infrastructure. Businesses using SMS for aged lead activation should use properly registered 10DLC/A2P messaging and follow applicable carrier, consent, and compliance requirements. Platforms such as SalesGodCRM provide an example of how businesses can build SMS into a broader lead activation workflow rather than treating texting as a stand-alone blast.

Email deliverability is also critical. If you’re sending thousands of emails from a domain with poor reputation, your emails may land in spam or never meaningfully reach the prospect at all. Tools like MXToolbox can help monitor domain reputation to increase deliverability.

Calling reputation, A2P/10DLC registration, and email domain reputation should be part of the aged lead strategy. Before declaring that your aged leads don’t work, make sure consumers are actually

receiving your communications.

Scripting: Maybe the lead isn't the problem

Scripting may be the most overlooked part of aged lead activation. Different consumers respond to different messages. Imagine sending one SMS message to 5,000 aged leads and getting a disappointing response. Does that prove the aged leads don't work? **Or did you send 5,000 people a weak message?** That's an important distinction. One consumer may respond to savings. Another may respond to urgency. Another may respond to convenience. Another may respond to a simple question.

That's why cadence and scripting work together. Instead of repeating the exact same sales pitch, businesses can test different approaches throughout the activation campaign. The same concept applies to phone scripts and email subject lines.

Another issue many sales agencies don't realize is message blocking due to scripting. This combines deliverability and script into one problem. With SMS, carriers are able to use AI and other tools to block messages with "spam" words like "limited time offer" or "act fast." The same rule holds true for email. Modern email servers send messages with spam-like words to spam.

Scripting is not just using selling words, but using words that deliver. There is no universal magic script. But there is a universal principle: **If you only try one message, you haven't tested the audience. You've tested the message.**

Conclusion

The 13,133-call campaign provides an interesting real-world example. The 90-180 day aged leads generated the highest connection rate, the highest conversion rate, and 58% of all goals. The 365+ aged leads still generated 6 goals. And the 0-30-day leads generated none. Again, that doesn't prove aged leads are always better than real-time leads. Every campaign, vertical, sales organization, and database is different. At The Leads Warehouse, we tell our clients to buy real-time leads to get the "click and buy" consumers, but to consider today's real-time leads tomorrow's aged leads.

Consumer behaviors and sales metrics show the value of aged leads. So, the question isn't "do aged leads work?" The better question is: "Do you have the infrastructure and strategy necessary to activate aged leads?" That means having sufficient cadence. It means adopting tech tools for dialing, tools like SalesGodCRM for SMS, and email platforms. It means maintaining phone, SMS, and email deliverability. It means testing scripts and messages. And it means giving the campaign enough touches to produce meaningful data before deciding whether the leads work.

The Leads Warehouse provides aged leads across several verticals, including solar, MCA, tax debt resolution, final expense, Medicare, ACA health insurance, and many other consumer and business categories. After more than 20 years in the aged lead business, one principle continues to hold true: **the age of the lead matters, but what you do with the lead after you buy it matters just as much.** Are you ready to talk about how you can use aged leads to grow your sales pipeline?

About the author

James Schulze is the President and CEO of The Leads Warehouse, a marketing data company with over 20 years of experience in bringing lead generation solutions to companies selling into the home, automotive, financial, insurance, health and life, and legal sectors. He works directly with clients to optimize conversion strategies and ROI across multiple verticals.

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If you are serious about growing your business, aged sales leads could be a critical component of your lead strategy. Our team works with agencies to maximize their ROI on aged data. Call **1-800-884-8371** or visit [The Leads Warehouse](#) to get started.

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