



Joule

UK Commercial Finance Marketing

The Smarter Way to Close More Finance Deals

Joule gives UK Finance Brokers a direct line to engaged business owners.

We don't deal in lists. We deal in opportunities - real, timely, and targeted. Where data ends, and conversation begins.

These aren't scraped emails or recycled enquiries. Joule delivers data with intent - GDPR compliant, and alive with opportunity. We help UK Finance Brokers start real conversations with business owners who are already halfway through the door - curious, informed, and finance-ready.

- Built for UK Finance Brokers.
- Real leads, not recycled enquiries.
- GDPR Compliant, interested and transparent.
- Connect via Mobile Phone, Email or LinkedIn.
- Speak to decision makers directly.



Target the Right Decision Makers on LinkedIn with Custom Data Built for UK Finance.

LinkedIn Audience Data

LinkedIn Audience Data



Smarter Audience Targeting

- Pre-qualified by finance topic engagement.
- Built from Joule's proprietary UK audiences.
- Mapped to role, industry and company size.
- GDPR-compliant and regularly refreshed (30 day).



Better Ad Performance

- Reduce cost-per-click with custom lists.
- Avoid wasted spend on cold impressions.
- Drive stronger relevance and click-throughs.
- Boost ROI across sponsored campaigns.



Omnichannel Campaign Sync

- Match data across email, phone, LinkedIn.
- Sync LinkedIn campaigns with SMS follow-ups.
- Build surround-sound targeting with one dataset.
- Unify outreach across all marketing channels.

Reach Engaged UK Business Owners with Finance-Focused Email Data and Trusted Inbox Delivery.

Email Data & Delivery

Email Data

Relevant. Responsive. Ready.

Finance-Focused Email Intelligence

Joule operates one of the UK's largest email bases for business finance. Every record shows live engagement with financial content - tailored for commercial finance campaigns.

- **Verified UK business email decision-makers.**
- **Proven interest in finance-related subjects.**
- **Fresh, updated, segmented by real intent.**

Email Delivery

Trusted. Tracked. Delivered.

Built-In Sending Advantage

Use your data or ours - Joule ensures emails land where it matters. Warmed IPs, active domains, and compliance-first delivery infrastructure keep campaigns performing flawlessly.

- **Managed delivery with real-time reporting.**
- **Pre-warmed IPs with clean reputation.**
- **Compliance-first and GDPR aligned system.**

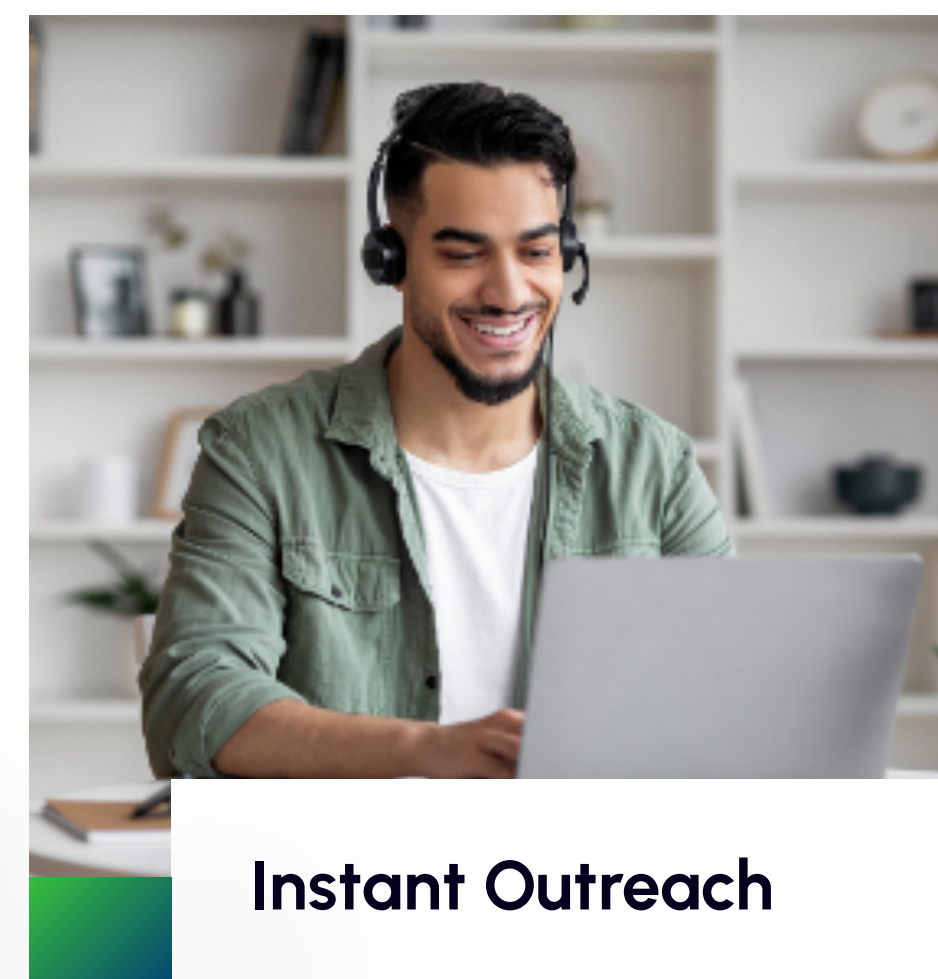
Connect Instantly with UK Business Owners Using Verified Mobile Data Built for Finance Outreach.

Mobile Phone Data & Delivery

From Data to Dialogue in Three Rings.



- Active UK director mobile numbers only.
- Sourced from finance-focused engagement signals.
- Continuously refreshed and timestamped data.



- Perfect for SMS and voice drops.
- Reach decision makers, not gatekeepers.
- Trigger conversations within minutes of sending.



- Mobile = faster replies and decisions.
- Align with LinkedIn and email campaigns.
- One data source, means unified and consistent marketing.

Speak Exclusively to UK Businesses Actively Seeking Commercial Finance, Loans, or Expert Advice.

Direct Sales Leads

Direct Sales Leads

Talk First. Win Fast. Stay Exclusive.

Inbound. Qualified. Ready.

- UK business owners requesting finance advice directly.
- Covers loans, asset finance, commercial mortgages.
- Delivered in real-time, exclusively to one broker.
- Pre-screened for relevance, intent and contactability.

Relevant. Timed. Actionable.

- No lead sharing, no competitive bidding required.
- Speak first, build trust, close faster deals.
- Designed for UK commercial finance specialists.
- Ideal for broker networks and solo firms.

Introducing Joule's Lead Generation Approach

Unlike typical providers that rely on web forms, ad clicks, or cold outreach, Joule specializes in vertical-specific email marketing campaigns that foster genuine interest through dialogue. Leads are only passed to clients when a decision-maker (typically an MD or business owner) has explicitly asked to be contacted or to schedule a meeting. There are no passive web enquiries or generic marketing responses in Joule's process - each lead originates from a tailored, conversational email exchange.

This results in significantly higher engagement, reduced drop-off, and application conversion rates that consistently exceed market averages. In the table below, Joule is shown for comparison against standard industry benchmarks across key product categories.

Lead Conversion Benchmarks by Product Type

Based on enquiry to application phase

Business Loans	Asset Finance	Invoice Finance	Vehicle Leasing	Tax Credit Reclaims
Industry Average: ~10–20%	Industry Average: ~15–25%	Industry Average: ~10–15%	Industry Average: ~12%	Industry Average: ~20–40%
Joule: Typically 27–31%.	Joule: Typically 24–38%.	Joule: Typically 21–29%.	Joule: Typically 19–24%.	Joule: Typically 33–42%.
Why: Joule’s model eliminates weak inbound traffic. Every lead is a decision-maker who has already opted into a call or online meeting, following a personalized dialogue. This naturally filters out window shoppers and improves follow-through.	Why: Asset finance prospects engaged via email dialogues tend to already have a funding timeline or capital need. By providing relevant context in the messaging, Joule improves readiness and reduces friction in the application step.	Why: Because invoice finance often requires explanation or contextual examples, Joule’s conversational email campaigns are better suited to address misunderstandings early - leading to qualified, confident prospects who are more likely to convert.	Why: Joule doesn’t target mass-market lease shoppers. Instead, it reaches decision-makers at companies with repeat or structured leasing requirements, where response intent is already aligned with action.	Why: Business owners interested in reclaim schemes often require a trustworthy conversation before proceeding. Joule’s campaign structure supports education-first messaging, which builds credibility and speeds up commitment to formal engagement.

Global Offices, Local Insight

From London to Melbourne, our teams provide 24/7 support - because business doesn't sleep, and neither do we.

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