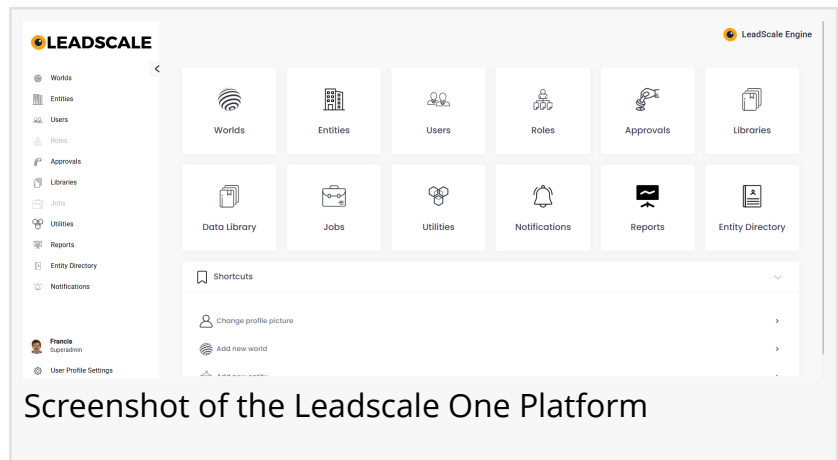


LEADSCALE® launches LEADSCALE ONE. One team, one platform, one business day.

New offering gives Advertisers and Agencies a single place to source, specify, budget, trade and manage end-to-end demand generation across 100+ Suppliers.

LONDON, LONDON, UNITED KINGDOM, September 2, 2026 /EINPresswire.com/ -- LEADSCALE® has launched LEADSCALE ONE, a new offering designed to radically simplify

how Advertisers and Agencies source, buy and manage [demand generation](#). LEADSCALE ONE gives customers access to more than 100 vetted and pre-checked Suppliers through a single platform, backed by white-glove expertise from LEADSCALE®'s demand generation specialists.



Screenshot of the Leadscale One Platform

“

LEADSCALE ONE is about taking complexity away from the customer. We have done the vetting and onboarding of more than 100 Suppliers and built the technology to bring them together.”

Chris Parry

The proposition is deliberately simple: One platform. One team. One business day.

Rather than managing multiple supplier relationships, specifications, quotes, contracts, budgets, assets and delivery files, LEADSCALE ONE brings the entire process together. Assets, campaign objects, specifications, budgets, Suppliers, delivery and trade all sit in one place, with LEADSCALE® orchestrating the journey end to end.

Crucially, LEADSCALE ONE is built around a one-business-day turnaround, taking a customer brief and returning a

composed demand generation solution using the most appropriate Suppliers, channels and capabilities from across the LEADSCALE® ecosystem.

Chris Parry, Managing Director of LEADSCALE SERVICES, said:

“LEADSCALE ONE is about taking complexity away from the customer. We have already done the hard work of identifying, vetting and onboarding more than 100 Suppliers and built the

technology to bring them together. Give us the brief, the audience, the specification and the budget, and within one business day we'll come back with how we can deliver it. That's the idea behind One: one platform, one team and go-live in one business day."

LEADSCALE ONE is not simply a supplier marketplace. LEADSCALE's proprietary technology provides the orchestration, governance and visibility, while its specialists provide the human expertise to select, manage and optimise the right combination of Suppliers.

Carly Hewett, Group Account Director at LEADSCALE®, said:

"Customers shouldn't need multiple spreadsheets, systems and supplier conversations to get a campaign into market. With LEADSCALE ONE, everything is brought together and our team takes responsibility for the journey from brief through to delivery. For the customer, it should feel incredibly simple: tell us what you're trying to achieve and we'll take care of the rest. You define the outcome. We deliver it."

About LEADSCALE®

LEADSCALE® is a profitable, self-funded technology and services business with 25 years of experience in lead and demand management.

Founded in 2001 and incorporated in both the United Kingdom and United States, LEADSCALE® supports global Advertisers, Agencies and Publishers through proprietary technology, specialist people and an extensive supplier ecosystem.

At the heart of the business is the LEADSCALE ENGINE, its proprietary demand management and orchestration technology, hosted on Microsoft Azure and operated within LEADSCALE's ISO 27001-certified information security framework.

Turning 25 in October 2026, LEADSCALE® continues to invest its own profits into technology and innovation, combining the stability and experience of an independently grown and well-established business with the agility to build new solutions for a rapidly changing demand generation market.

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LEADSCALE ONE: One team. One platform. One business day.

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