



BUYER'S GUIDE

Freight Lead Generation Agencies: 5 Inbound and Outbound Compared (2026)

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Freight lead generation agencies sell one of two things. One builds demand you own: pages, ads and follow up that bring shippers to your inbox. The other rents a prospecting team that finds conversations and hands them over.

The five below differ on what each delivers, who keeps the accounts and what each calls a qualified lead.

EXHIBIT 1

How the providers compare

Provider	Acquisition model	Who keeps accounts and lists	Qualification evidence	Primary channels	Logistics focus and base	Commercial terms
Vektor Group	Owned inbound from search and ads, plus outreach to named shippers and carriers	Agreed in writing per engagement	An RFQ counts when it carries lane, load and timing a desk can price	SEO, Google Ads, email	Road freight brokerage in Europe, our own	Quoted per scope; not published
Unbound Logistics	Owned inbound, with outbound listed on its about page	Says media spend is billed to your own Google account	Defines the lead first: service fit, geography, authority, timing, recorded outcome	Google Ads, SEO, service pages, outbound	Freight only; trucking, LTL, FTL, flatbed, brokerage; US keyword research	From \$495 a month for Google Ads management; no contract, no minimum term
Outventure	Inbound and outreach agency	Not published; lists CRM integrations	Weekly report of RFQs, calls, deals, spend, CPL and reply intent	SEO, paid search, LinkedIn, retargeting, email	Logistics industry pages; Amsterdam; names Limco Logistics and Global Forwarding cases	Cold email from \$1,600 a month and SEO from \$1,500 a month on its own service pages

Provider	Acquisition model	Who keeps accounts and lists	Qualification evidence	Primary channels	Logistics focus and base	Commercial terms
Spiral	Logistics agency with an outbound programme, LogOutbound	Says it generates leads that you own; domains and profiles not stated	Friday report of leads and booked appointments; tracks cost per booked call	Google Ads, SEO, Meta, content, LinkedIn and email outreach	Brokers, carriers, 3PLs, customs brokers; Toronto and US offices	LogSEO from \$4,500 on a pricing page its menu does not link; no outbound price
LINK by Concept	Outbound prospecting subscription	Provider's database and tools; your team owns the sales process after handover	Each lead has account profile, decision maker contact and notes on timing and budget	Phone and email prospecting by the provider's SDRs	Supply chain and logistics only; Concept trading since 2002	Subscription; 30 days' notice to cancel; no free trial; price not stated

EXHIBIT 2

Where to start

Your situation	Where to look
We want RFQs on our own lanes, with the site and ad accounts in our name	Vektor (entry 1) or Unbound (entry 2)
We need inbound pages and outbound email run by one team	Outventure (entry 3) or Spiral (entry 4)
Our reps should spend time closing, not prospecting	LINK by Concept (entry 5), a prospecting subscription
We are a carrier or broker worried about an agency that also moves freight	Vektor (entry 1): enquiries go to your forms and inbox, not our freight desk. Ask any provider the same
We want a published price before the first call	Unbound (entry 2), Outventure (entry 3) or Spiral (entry 4), which publish prices on their own pages

Sources

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