



TopTopLeads

— BUYER MEDIA KIT · 2026

Quality over Quantity.

We deliver high-intent Auto Insurance Leads that convert.

Every client relationship starts with a conversation about what success looks like for your business — not just how many leads we can send.

100%

IN-HOUSE GENERATED LEADS

10+

YEARS IN BUSINESS

1.5M+

LEADS SENT TO CLIENTS

WHO WE ARE

We measure success by your booked policies.

TopTop Leads is the lead generation division of AdSwapper, based in Columbia, Missouri and operating globally.

We generate leads in-house, through consumer brands we own — driving traffic via paid social, paid search, SEO, and select affiliate partnerships. No blind sources, no resellers. You know where every lead came from and how it was generated.

Our focus is quality. Most lead gen companies track one number: leads delivered. We track what happens after — contact rates, quote rates, bound policies. Every client relationship starts with a clear conversation about what success looks like for your business. We check in, collect feedback, and adjust when something is not working. This feedback loop is what drives the results.

The goal is not to sell you as many leads as possible.
The goal is to send leads **that convert.**

WHO WE WORK WITH

01

Auto Insurance Professionals

Independent agents, carriers, and MGAs who seek high-intent, TCPA-documented leads from consumers actively requesting a quote.

02

Lead Platforms & Networks

Lead aggregators seeking consistent volume from a direct source with full documentation.

— WHAT YOU'RE GETTING

Consumers actively shopping for coverage.

Every lead is a real consumer who came to us, filled out a multi-step form, and requested a quote.

Here is what we do to make sure every lead that reaches your team converts.

01 High Intent

Actively requesting a quote

Our forms are built to capture drivers who are actively looking for a better rate. The multi-step form filters out people who are just curious. All leads are sent to you in real time while the interest is at its peak.

02 Data Depth

All the information you need to quote

Progressive form flows capture vehicle info, current insurer, coverage type, driving history, and full personal and contact details — everything needed to quote on the first call.

03 Data Validation

Real users. Verified contact info.

Not bots, not data from outdated databases. Phone numbers and emails are validated before the lead reaches your team, so your contact rate does not suffer from bad data.

04 Compliance

Full TCPA documentation

Consent language, timestamp, IP address, and source URL recorded on every lead. We are a certified publisher partner of ActiveProspect, the industry standard for TCPA compliance documentation.

— BRANDS

SaveOnAutoPlans.com

saveonautoplan.com

Positioned around helping drivers find a better rate on their current coverage. Attracts cost-conscious consumers looking to compare options and switch carriers.

InsureCarFast.com

insurecarfast.com

Focused on speed and simplicity. Captures consumers who need coverage quickly — new vehicle purchases, lapsed policies, or first-time buyers who want a streamlined process.

— GETTING STARTED

Live in 3 to 5 business days.

Most clients are up and running within a week of our first conversation.

01 Reach out

Contact us at toptopleads.com/contact or email info@toptopleads.com and we will get back to you with everything you need to know.

02 Discovery call

We talk through target states, monthly volume, delivery method, and what success looks like for your team. No commitment required to move forward.

03 Setup and test

We configure your account — add zip codes, set up lead volume and delivery method — and send you a test lead to confirm that everything works correctly.

04 Your first leads arrive

Real auto insurance leads come in and your team starts calling. We want to hear from you: what's working, what's not, where we can improve. The feedback loop is what keeps lead quality high and the relationship growing stronger.

READY TO GET STARTED?

Let's talk.

Reach out today and we will have you receiving leads within 3 to 5 business days.

toptopleads.com/contact

OR

info@toptopleads.com