MARKETING CASE STUDY

Lead Management

AT A GLANCE

TIME SAVING

- Lead into meetings+25%
- Lead response time 20 x shorter

TOP LINE/PIPELINE

- Inbound sourced revenue +25%
- # of inbound leads increased

DESCRIPTION

Enrich your CRM and marketing automation platforms with up-to-date requests and lead information

VERTICAL

- Software as a Service (SaaS),
- Tech,
- E-commerce,
- Production,
- Healthcare,
- Retail,
- Fast Moving Consumer Goods (FMCG)

BENEFITS

- Enriches lead data across multiple business applications
- Syncs with your marketing automation tools & CRM systems
- Routes the lead through internal communication platform to the appointed sales representative
- Allows the rep to take action in less than 5 minutes
- Directly impacts the top and bottom line of the business
- Inbound lead connection to the sales team
- Centralise data collection from fragmented practices into unified source of all data intelligence

#WeAre ethos

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