



## FOR IMMEDIATE RELEASE

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## LeadLife Client Named to DemandGen Top 10

*BearingPoint realizes 78 percent increase in qualified leads with use of LeadLife software*

**ATLANTA – October 21, 2008** – LeadLife Solutions ([www.leadlife.com](http://www.leadlife.com)) announced today that its client, BearingPoint, Inc., has been named to *DemandGen Report's* "DemandGen 10," which highlights organizations that have successfully utilized sales and marketing automation to support their corporate growth strategies. BearingPoint uses LeadLife's on-demand marketing automation software that generates, scores and nurtures leads for B2B marketers.

*DemandGen Report* focuses exclusively on the strategies, tactics and measurements that are central to generating demand. The e-newsletter and interactive website provide information for B2C and B2B companies.

"Companies are realizing the need for lead management systems in particular to better align their marketing and sales initiatives and deliver more effective business growth," said Andrew Gaffney, editor of *DemandGen Report*. "Through its use of LeadLife software to accurately prioritize and nurture prospects, BearingPoint illustrates the value of automated systems for producing sales-ready leads."

BearingPoint is one of the world's largest international management consulting firms. It began using LeadLife two years ago to help it better identify top prospects, nurture lukewarm ones and gain visibility and coordination across its many lead-generation programs that include website downloads, email campaigns, search engine marketing, banner ads and events.

*According to DemandGen Report: Lead tracking and nurturing have helped BearingPoint decrease the overall sales cycle from months to weeks and achieve a 10 percent decrease in the overall cost of sales. It has also measured a 78 percent increase in qualified leads and improved conversion rates by 1.5 – 3.0x. There has also been an increase in the quality of leads going to sales, an increase in transaction size, and an increase in marketing ROI.*

"We are very pleased that our client, BearingPoint, is receiving recognition from *DemandGen Report* for its highly successful integrated marketing programs and supporting technology application," said LeadLife President Lisa Cramer. "As more companies seek ways to increase the value of lead generation dollars and maximize sales resources, automation tools such as LeadLife can help to boost top-line revenue."

LeadLife is currently being utilized across a number of B2B organizations to help instill marketing best practices and streamline critical lead generation and lead management functions.

### **About LeadLife**

LeadLife Solutions, Inc. is a provider of on-demand marketing automation software that



generates, scores and nurtures leads for B2B marketers. LeadLife offers flexible and intuitive marketing software that enables marketers to automatically track, score, prioritize and nurture leads, thereby increasing the value of lead generation dollars (online and offline). LeadLife enables organizations to **work smarter, not longer**, increasing marketing ROI while maximizing sales resources. For more information on LeadLife Solutions, visit [www.leadlife.com](http://www.leadlife.com) or call 1-800-680-6292.

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