

## What Can LeadLife Do For You?

LeadLife increases your company's revenue by maximizing the number of "sales ready" leads that marketing sends to sales. With our flexible and intuitive software you can **increase the value** of your lead generation dollars, qualify sales leads, shorten sales cycles and increase your marketing ROI. We couple our software with **Marketing Specialists** and **embedded best practices**, helping our customers drive real value in the short term.

LeadLife customers are seeing the following results:

- » Increase in qualified leads by **78%**
- » Decrease in sales cycle from **months to weeks**
- » Increase in first call contact success rate from 12% to **85%**
- » Decrease in cost of sales by **10%**
- » Improved conversion rates up to **3x**

## LeadLife's Lead Management Software

At LeadLife our marketing automation experts **work with you** to get your desired results while enabling you to apply lead management best practices!

## Best Practices

LeadLife's system has **best practices embedded** throughout each feature guiding users through activities, such as campaign tracking and lead scoring; setting up drip marketing and email campaigns; measuring and tracking marketing ROI; automating lead nurturing processes; and more. It's like having **your own marketing expert** alongside you while you work!



## Marketing Specialists

We don't deliver technology alone to our customers, but a marketing automation system **coupled** with Marketing Specialists to help you take full advantage of our system. We **deliver best practices** to our customers and help them execute campaigns while understanding their specific marketing to sales process. We know you don't always have the time or experience to implement the newest marketing approaches in lead scoring and nurturing. We package our software with the **features, functionality, best practices** and **marketing specialists** to make you successful.

## Lead Scoring at Its Finest

LeadLife's lead management software enables marketing to collect results and score all interactions that each lead has with your company, both **online and offline**. Our lead scoring feature enables companies to setup scoring rules that work for their specific situation – **based on types of leads generated, types of interaction** and more. Change rules per campaign to fit that specific lead generation medium.

## Prioritization Is Key

LeadLife's lead management software **automatically** helps you prioritize leads and route them correctly. Once a score hits a certain level, a series of next steps can be automated so the lead continues to move and is handled by the appropriate person or department. Automatically have the lead's rating and status changed in the system based on the score. Notify telesales or specific sales people for next steps while automatically pushing the lead and its associated information into the desired CRM system. It's all about **making your life easier** and helping you and sales work more effectively.



**Prioritize** your leads based on their **behavior** and determine how each lead should be evaluated. Some interactions include:

- » Clicks from email campaigns, pages visited, time spent on each page
- » E-Newsletter responses
- » Tradeshow visits

## Continuously Engage Your Prospects

When leads aren't quite "sales ready", LeadLife's lead management software offers a drip marketing feature that allows you to **continuously engage your prospects**. Drip marketing enables you to **send out targeted emails** based on conditions or over a period of time in order to nurture leads until they are ready to buy. This feature allows you to setup a series of conditions and actions that will automatically send out personalized and targeted emails through the lifecycle of the lead.

Complement your drip marketing efforts and send e-newsletters from start to finish in **5 easy steps!**

- » Wizard driven interface.
- » Simplified, unlimited list selection. Choose who you want to send your e-newsletter to with a few quick keystrokes.
- » Dynamic content and full tracking.

## Track Your Website Visitors

Determine which companies are actively interested in your products and services, how they **originally** reached your website, and what features of your offerings they're most interested in learning about. You can now **identify** and **monitor** unidentified prospects in **real-time** using LeadLife's visitor tracking software.

With LeadLife's Visitor Tracker you can find **valuable customer information**, such as:

- » Understand what products and services a specific company is looking to buy by analyzing their **page views**.
- » See what your prospective companies are looking for based on the **search words** they use to find your site.
- » Determine if a prospect or company is reacting to **sales calls** or **nurturing campaigns** anonymously.



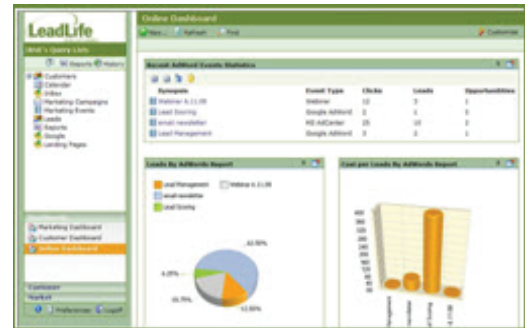
## Increase Your Lead Generation Dollars

**Manage, execute, track, and measure** your campaigns so you can maximize your marketing budget and **increase** the value of your lead generation dollars. With LeadLife's lead management software, you can:

- » Determine which campaign and event produced the most qualified leads.
- » See which scoring rules and drip marketing programs were most successful.
- » Determine which campaigns are generating the most revenue.
- » Understand the cost per lead for each specific event.
- » Report on leads per event that are still in the marketing nurture bucket .
- » Analyze which leads have moved on to qualified

opportunities and eventual sales.

- » Get campaign and event ROI reports to help determine where to reinvest marketing dollars and which activities generate the highest quality leads.



See all lead interactions with your company over time on one dashboard.

## Create Landing Pages & Surveys

When creating your next marketing campaign, use LeadLife's lead management software to create **custom landing pages, surveys and personal landing pages** to help you get the most out of your marketing campaigns.

With LeadLife's lead management solution you don't have to beg and plead with your IT department or webmaster to assist you with creating campaign-specific landing pages. Now **YOU can be in control** and easily create landing pages and custom forms in minutes, without worrying that your campaign will be stalled due to lack of IT resources.

Within LeadLife you can create ad-hoc surveys. Surveys provide another mechanism to engage with prospects and incorporate answers into further intelligence about your target audience. Send out emails and link to engaging surveys.

Not only can you create campaign specific landing pages and surveys that will help **increase conversions**, but you can also create **personalized communication**. Not only are a customized landing page, but they are **specific and unique** to the person.

For more information on LeadLife and our lead management best practices, contact us at 1.800.680.6292 or [sales@leadlife.com](mailto:sales@leadlife.com).