

## Marketing Automation Technology

**80% of marketers pass unqualified leads to sales**

according to research conducted by MarketingSherpa.

### Benefits

- o Increase the number of qualified leads that are sent to sales
- o Improve sales conversions with greater intelligence on prospects
- o Decrease sales cycle time by nurturing leads before sending to sales
- o Build better sales forecasts with improved visibility into your sales pipeline
- o Increase revenue with better opportunities

### Overview of Services

- o **Lead Nurturing** – move leads through the buy cycle faster by building automated nurturing campaigns that deliver targeted content
- o **Lead Scoring** – automatically score and prioritize leads for your sales team based on demographic and behavioral data
- o **CRM Integration** – seamlessly integrate your campaigns with your CRM system, making it easy to send qualified leads to sales, re-nurture leads that aren't ready to buy and track campaign ROI
- o **Online Behavior Tracking** – gather key behavioral data on your prospects by tracking what webpages they visit, how much time they spend on each page, which resources they download, etc.
- o **Lead Segmentation** – develop targeted nurturing campaigns by easily segmenting your database based on key demographic and/or behavioral criteria
- o **Email Marketing** – flexible and intuitive email designer allows you to create targeted messages, send emails on behalf of sales reps and track prospects' interaction with your content
- o **Landing Pages & Forms** – easily build landing pages to use in online marketing campaigns and create forms to capture new leads
- o **Automation Rules** – track your sales pipeline by automatically assigning qualification ratings to leads
- o **Sales Rep Alerts** – notify sales reps of lead activity in real time with automated email alerts
- o **Reporting & Analytics** – detailed reporting and analytics on website behavior, campaign engagement, leads sent to sales, campaign ROI and more...

### What Our Clients Are Saying

"LeadLife's marketing automation software has given us greater insight into our prospects. By integrating LeadLife with our current marketing campaigns – both online and offline – we can track where leads are coming from, score their behavior and then prioritize only the most qualified leads for our sales team."

-Christine Smith  
Director, Global Marketing  
Aderant

### Additional LeadLife Services

- o Strategy
- o Content Creation
- o Design
- o Lead Nurturing
- o Lead Process
- o Reporting & Analysis

### Contact LeadLife

Interested in learning more about how LeadLife can improve your lead management strategy?

Give us a call at 1-800-680-6292, or visit us at [www.leadlife.com](http://www.leadlife.com).