

Lead Manager Application

Improve lead conversion rates with automated lead qualification and distribution

The CDC MarketFirst Lead Manager Application offers sophisticated lead management capabilities that improve lead conversions.

- **Rapidly deploy campaigns** that achieve high responses
- **Enable leads to self-qualify**, saving time and increasing focus
- **Streamline lead management** by automating key steps
- **Synchronize multiple lead channels**, funneling all leads into a common process and system
- **Automatically distribute leads** to the right people, accelerating follow-up
- **Notify salespeople in real time** that their prospects are surfing the company website

To learn more about the lead management capabilities of CDC MarketFirst and how they can address your firm's unique needs, call +1 877-748-6825.

CDC MarketFirst is a marketing automation and lead management solution that enables marketers to conduct even the most complex multi-channel marketing campaigns with ease. The CDC MarketFirst Lead Manager Application enables marketers to easily collect, qualify, and rank leads and instantly distribute them to the right salesperson for immediate follow-up.

The true value of marketing can become obscured when the leads generated by marketing activities are not effectively measured, routed, and acted upon. Businesses often allocate large budgets to customer acquisition activities, only to have an average of 80% of all leads fall through the cracks. CDC MarketFirst automates the qualification, distribution, and nurturing of leads from initial contact to closure, ensuring that all leads are properly captured and acted upon.

Increase Lead Volume

By enabling marketers to increase the number of leads they generate through better targeting and increased campaign volume capacity, CDC MarketFirst helps marketers meet and exceed their lead targets.

Qualify Leads Instantly

No more false leads! Marketers can use CDC MarketFirst to define tailored lead-qualification questions and integrate them into their campaigns, prompting prospects to self-qualify at the point of lead-generation. Eliminate the need for follow-up by the inside sales team just to determine basic lead quality.

Rank Leads Effectively

Ensure sales follows up with the hottest leads first. CDC MarketFirst enables marketers and salespeople to set mutually agreed-upon ranking criteria and implement a lead-scoring system based on these rules. When leads come in through campaigns, they are instantly scored and ranked according to these custom criteria and delivered to the sales force with priority clearly noted.

Initiate Automatic Action Based on Lead Quality

Marketers can set CDC MarketFirst's rule-based engine to distribute hot leads instantly to the sales force and enroll colder leads into specific automated nurturing programs based on their qualification-question answers.

Distribute Leads Immediately to the Right Salesperson

Don't let leads go cold while you figure out where to send them—distribute leads instantly to the right salesperson using custom routing rules. For hot leads that merit live salesperson follow-up, CDC MarketFirst's advanced rule-based engine can be set to follow sophisticated lead-assignment rules, assigning leads instantly to the right salespeople. CDC MarketFirst lets you assign leads based on any combination of criteria, such as geography, product specialization, size, or industry. This ensures no unfairness, error, or delay in lead distribution.

Alert Salespeople of Prospect Web Visits in Real Time

Alerting salespeople to leads instantly helps them strike while the iron is hot. But beyond that, CDC MarketFirst can instantly alert the right salesperson by SMS or e-mail when a prospect is on your website, enabling them to follow up while the prospect is most receptive, even if the salesperson is on the road, and to understand their interests by knowing which pages the prospect has visited.

Continue to Cultivate Colder Leads—Effortlessly

Not all leads are hot leads, but that doesn't mean you should let them fall through the cracks. Keep salespeople focused on the best leads, and use CDC MarketFirst's automated marketing features to nurture colder leads with regular ongoing communications—without the need for salesperson intervention. Continue to re-qualify cold leads until they are ready for distribution to the salesperson. With CDC MarketFirst, marketers can set up streams of regular nurturing communications to maintain contact with colder leads without requiring salesperson intervention. These streams continue to cost-effectively educate and market to the prospect over time. At any point, the prospect can indicate increased interest or changed status through the campaign prompts and be escalated to a warmer lead status, which could enroll them in a different nurturing stream or route them to a live salesperson as appropriate.

Enhance Your Lead Management Capabilities

The complexities of lead qualification and distribution can create a lag time between the creation of a lead and follow-up by the salesforce, allowing leads to grow cold in the interim—or competitors to snatch up prospects. CDC MarketFirst radically improves the efficiency and effectiveness of today's marketing department by giving them the tools to automate lead generation, qualification, ranking, distribution, and nurturing.

- Deploy high-response campaigns that get results and generate more leads.
- Increase sales conversion rates with real-time, automated delivery of hot leads.
- Give sales wireless access to real-time lead information through SMS alerts.
- Provide geographically dispersed sales teams with web-based tools and remote access to lead status reports.
- Keep hot prospects hot and close more sales with instant lead qualification, ranking, and distribution.
- Create a closed-loop lead system with the sales team so that valuable leads don't slip away.
- Establish personalized and timely two-way communication with the sales team.
- Ensure accountability by tracking lead distribution.
- Decrease lead attrition with automated, personalized messages that communicate next steps and push prospects through the sales cycle.
- Allow prospects to control their privacy at every stage, opting in or out of different types of communications.
- Use customizable business rules to qualify and score leads according to your company's business objectives.

Align Marketing and Sales

Generating sales leads is almost always a marketing team's top mandate. Sales teams rely on marketing to find their leads, and marketing depends on sales to follow up on those leads and effectively develop opportunities. Yet points of contention abound, most often concerning lead quantity, quality, distribution, and timely follow-up. While marketing and sales are distinctly different disciplines, they are highly interdependent, and companies suffer when the two functions are not properly aligned or don't work together effectively.

CDC MarketFirst improves alignment between marketing and sales by enabling them to jointly determine lead-qualification questions, ranking criteria, and distribution rules. This keeps marketing and sales departments on the same page about lead quality, priority, and assignment. By instantly alerting the right salesperson to new, qualified leads, marketing removes the obstacles to lead follow-up and helps ensure the leads they work so hard to generate don't fall through the cracks.

Achieve Measurable Results

Your marketing database, web site, and multi-channel communications will be precisely synchronized to create a lead management program that gets the right results for your company — increases in revenues, margins, and customer loyalty.

- Deploy campaigns rapidly with proven, time-saving best practices, increasing lead generation
- Increase closure of leads by up to 50%
- Increase sales conversion rates
- Accelerate lead follow-up and speed up the sales cycle
- Integrate with your CRM system to track leads through the sales process and measure resulting revenues

Learn More About CDC MarketFirst

To learn more about how CDC MarketFirst can help your organization take advantage of the full potential and costs savings of electronic channels, maximize conversions, and expand market reach, call us today at +1 877-748-6825 or visit us at <http://www.marketfirst.com>.