



Lead Management Optimization

Integrated demand generation and lead management results in more qualified leads, better conversion rates and a more productive salesforce.

Marketers are constantly challenged to prove marketing's value, and demonstrate its impact on the bottom line. Salespeople don't want just a higher quantity of leads – they want more qualified leads, and they don't want to spend time on contacts that aren't ready or aren't qualified to buy.

Unified demand generation and lead management with CRM/SFA can help solve these challenges, and bridge the coordination gap that often exists between marketing and sales.

Optimize the business process of lead management

According to the research firm Aberdeen Group, companies that integrate marketing and sales technologies achieve, on average:

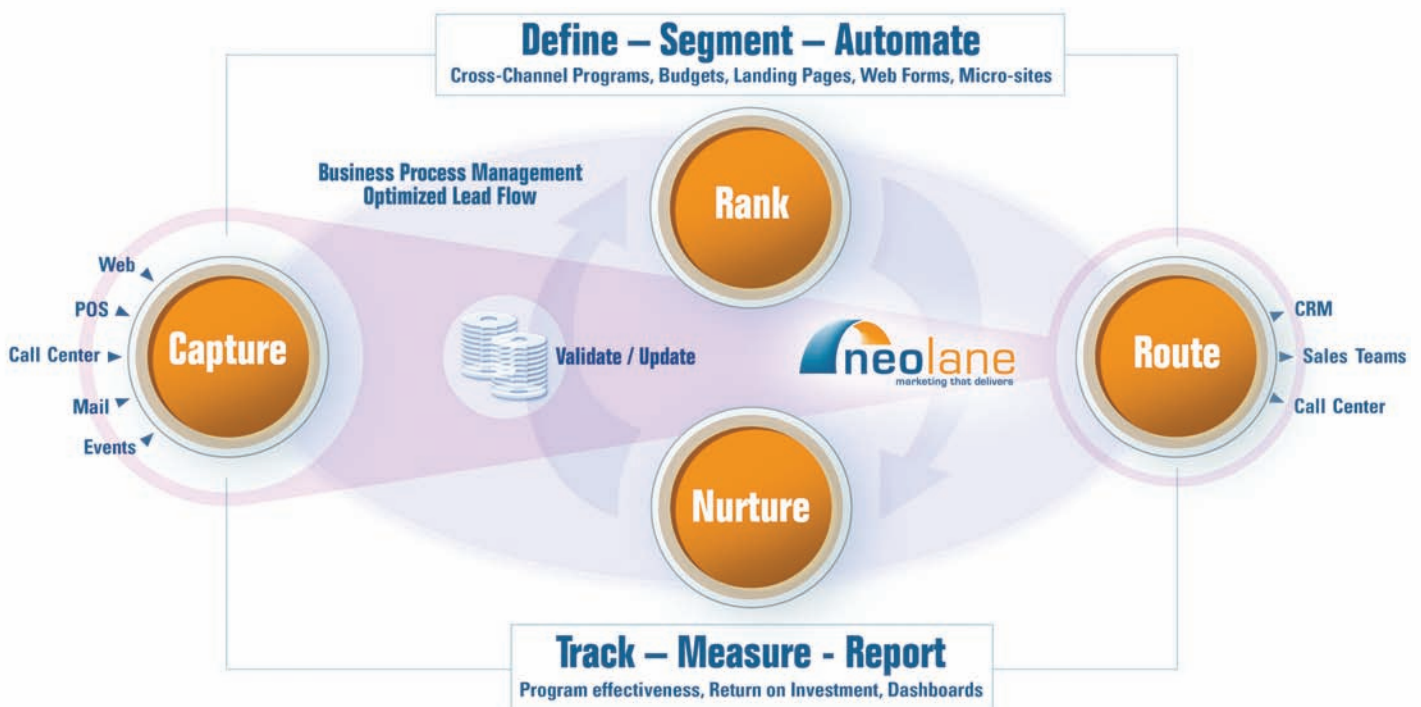
- 49% performance increase in year over year annual revenue;
- 33% performance improvement in return on marketing investment; and
- 21% performance improvement in lead-to-sales conversion rate.

Neolane's Lead Management Optimization solution provides the infrastructure marketers need to optimize demand generation, sustain a conversation, intelligently manage leads, and measure results.

Demand Generation: The process begins with the creation of a central marketing data mart, a single system of record for customer and prospect information out of which all campaigns are driven. Next, the Neolane software facilitates program planning, budgeting, segmentation and list selection. Marketers can then design and execute personalized campaigns with Neolane, whether one-offs or automated, recurring campaigns that are time- or event-triggered. Neolane can collect campaign responses and inbound data from web forms, micro-sites and events; automatically fulfill requests for marketing collateral; and update profiles in the data mart.

Lead Management: Neolane weeds out unqualified leads, scores and ranks leads, routes hot leads to sales via real-time integration with CRM/SFA, and automatically nurtures other contacts to help move them along toward conversion.

“Using Neolane’s Lead Management Optimization solution, electronics manufacturer Hager has been able to capture 1,000 incremental new leads per month, and achieve a ten percent conversion rate from improved leads. This translates to a revenue increase of \$42 million per year. The additional 1,200 new customers achieved each year through this program represent half of Hager’s total new customers.”



Lead Management Optimization ◀

Measurement and Accountability:

Neolane enables marketers to automatically track and link sales and pipeline activity back to specific marketing programs in order to measure the true financial impact of marketing — without having to toggle back and forth between systems, or use makeshift spreadsheets. Standard reports include cost-per-lead, cost-per-opportunity and revenue-per-program. Neolane can even account for the multiple touches common in industries with long sales cycles.

It's the combination of these three tightly linked functions — Demand Generation, Lead Management, and Measurement — that makes Neolane unique.

Neolane also provides:

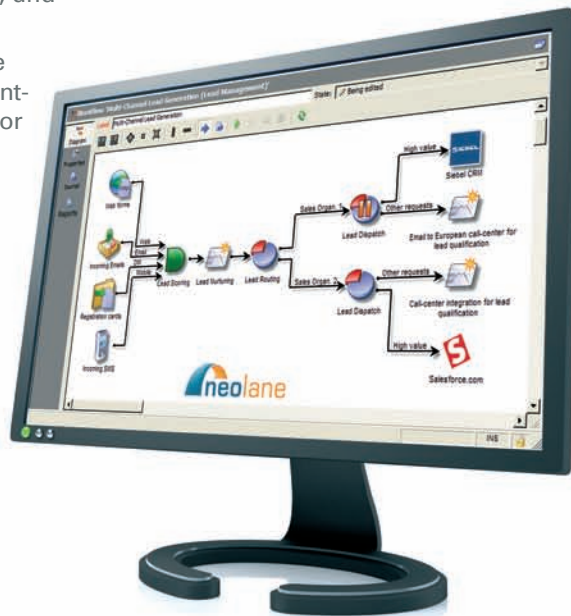
- Built-in templates for email, direct mail, web forms, e-newsletters, customer profile centers and surveys;
- Business process automation to drive cross-channel communication, fulfill requests, manage profiles, and monitor customer activity over time;
- User-definable workflows include rules for alerts, email notifications, and reminders to improve coordination; and
- The ability to define cross-channel communication rules and automate multi-step customer life-cycle or event-driven programs that engage, monitor and assess all customer activity.

Based on open technology, easy to integrate with CRM/SFA systems

Unlike traditional marketing automation tools, Neolane's software is based on standard Service Oriented Architecture (SOA) technology and utilizes web services for template-based, straightforward data and process integration with operational front- and back-end systems. That means Neolane's lead management functionality is both richer and more flexible than most.

Neolane is easily integrated with all well-known CRM and SFA systems including salesforce.com, Oracle/Siebel, SAP, and Microsoft CRM Dynamics, with bi-directional synchronization between the SFA and the marketing data mart.

To learn more or schedule a demonstration, visit <http://www.neolane.com> or call us at 617-467-6760.



What makes Neolane's Lead Management solution different:

- Provides one enterprise-class marketing system of record that can cover demand generation, lead management and results measurement.
- Highly flexible and configurable.
- Built-in workflow features, and ability to automate both internal collaboration processes and external customer dialogues.
- Based on standard, open SOA technology and utilizes web services for straightforward integration with other enterprise systems.
- Available for on-premise or on-demand use.
- Intuitive, graphical interface is built for marketers to use, thus decreasing their reliance on IT.



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