

Product Information

Web-based lead and campaign management

Manage leads and campaigns over the web

- **Expand and nurture the sales pipeline:** Distribute, track and reassign leads in real time via the web. Manage multiple marketing campaigns
- **Close the loop between sales and marketing functions:** Reach across all channels and customer touch points.
- **Power through customization:** Simplify lead distribution with automatic reassignment and rules-based lead management. Develop custom fields and forms.

Profile		Record Status: ACTIVE
Assign Lead - Custom Form - Clone 1 of 1		
Contact Information (2 additional contacts)		
Name Mr Dan Brown Title VP of IT Title Code Mid Level Function Logistics Company Green River Net Inc Address 1 106 Bow St Address 2 Address 3 City Elkton State NC Zip 27828-0166 Country USA	Date Entered 12/01/1999 Contact Date 12/10/1997 Last Updated 03/29/2001 - J. Boland Phone 919-731-3600 Alt Phone Cell/Mobile Fax 919-883-4259 Email DBrown@diamond1.attmail.com Web Address www.pigs.com Sales Rev. \$300,000,000 # Emp. 14,000 Industry Code 2141 Amid Number 9118 Ultimate Duns 047675947 Site Duns 968427815	
Profile Summary		
Lead Grade CLOSED Initial Grade SUSPECT Campaign Storage Glory Day Export Status	Lead Value \$200,000 Lead Source SPECTOR Close Date Installed Base None	
Profile Assignments		
Group	Account Manager	Business Partner
Atlantic	John Boland	Global Technologies
		Partner Rep
		John Vail
Special Interest		
Named Accounts Digital Compaq Status Microsoft MS Status	Custom 4 OPT-IN Email HQ Locations	
Sales Rep Comments/Notes		



Gain competitive advantage

- **Discover:** Uncover unseen opportunities.
- **Manage:** Increase accountability throughout the sales process.
- **Research:** Perform market analysis on key customers and prospects.
- **Win:** Gather information to better understand your customers.

One consolidated database

- **Capture web data instantly:** Imagine leveraging the web prospect information flowing directly from your website into your online database, with automatic lead assignment to reps and partners.



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- **Educate your team about your customers:** Import telemarketing scripts into searchable fields. Import data from diverse sources, from mailing lists to trade show leads to regular telemarketing feeds.

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Mine your data

- **Generate lists for campaign activities:** Download highly targeted mailing lists of decision-makers for seminars and direct mail campaigns.
- **Quick analysis:** Produce powerful reports from predefined templates, including forecast, call back and lead aging. Download company management reports or create custom reports on the fly.
- **Show me the money:** Analyze ROI from marketing campaigns by measuring campaign results against expenditures.

Run Reports Against Results

No criteria set

Standard Reports

Title of Report

Available Reports

- Choose Report Below
- Lead Highlights Report
- Lead Status/Activity Report
- Lead Summary Report: (Bar Chart)
- Forecast Report
- Forecast Update
- Lead Aging
- Call Back Report
- Industry Analysis Report (Bar Chart)
- Sales Comments Report

Query Sort Preference

None None None

Ascending Descending

Ascending Descending

Ascending Descending

GO

Build a stronger team through communication

- **Get everyone in the loop:** Set daily e-mail notification to sales reps and managers summarizing new, reassigned and expiring leads.
- **Share insights:** Gather and analyze feedback on leads from field reps.
- **A tool for the whole team:** Tailor access privileges to each individual user or user group, including predefined channel partners.

get more
Information
learn about **Benefits** and
Advantages

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