

LEADTRACKER IDENTIFY, SCORE AND NURTURE LEADS



The Internet has changed the way B2B buyers behave. They've become proactive, searching for solutions via the Web long before they are ready to talk to sales.

That means marketing must identify and engage leads early and nurture them to build relationships long before they're ready to move to sales. At the same time, the Internet has increased the flow of leads. So, savvy marketers know they need automated tools to help them manage and develop leads into sales-ready prospects.

FirstWave's LeadTracker™ helps you capture all leads coming from online and offline marketing campaigns in one location—visible through a single dashboard—where you can track and compare results and ROI.

With LeadTracker you can score your leads based on web page viewing, downloads, event registrations, attendance—any online or offline behavior. Get quick visibility into all interactions the lead has with your company over time. See campaign results on one dashboard or through numerous reports. Automatically score and prioritize leads. Send the hottest ones

immediately to sales and prioritize the rest for drip marketing and nurturing.

LeadTracker also offers an auto-responder feature that enables you to continuously engage your prospects through drip marketing. Auto-responder allows you to setup a series of conditions and actions that will automatically send out emails through the life cycle of the lead. This feature automatically makes sure your leads are continuously being touched. Conditions can even be set that will automatically send leads email messages based on inactivity over a period of time.

With LeadTracker you not only identify leads, you can associate them with the adwords, online ads, trade shows, or email campaigns that delivered them to your website. You can now demonstrate marketing's true value to the business based on interested leads

pass to sales. You're generating sales and revenue, not just brand awareness.

With automated behavior tracking, lead scoring and drip marketing you can ensure lead generation dollars are being maximized and

qualified leads are moved to sales.

For detailed information on any of our solutions, contact us at 1-800-540-6061 or info@firstwave.net.

