

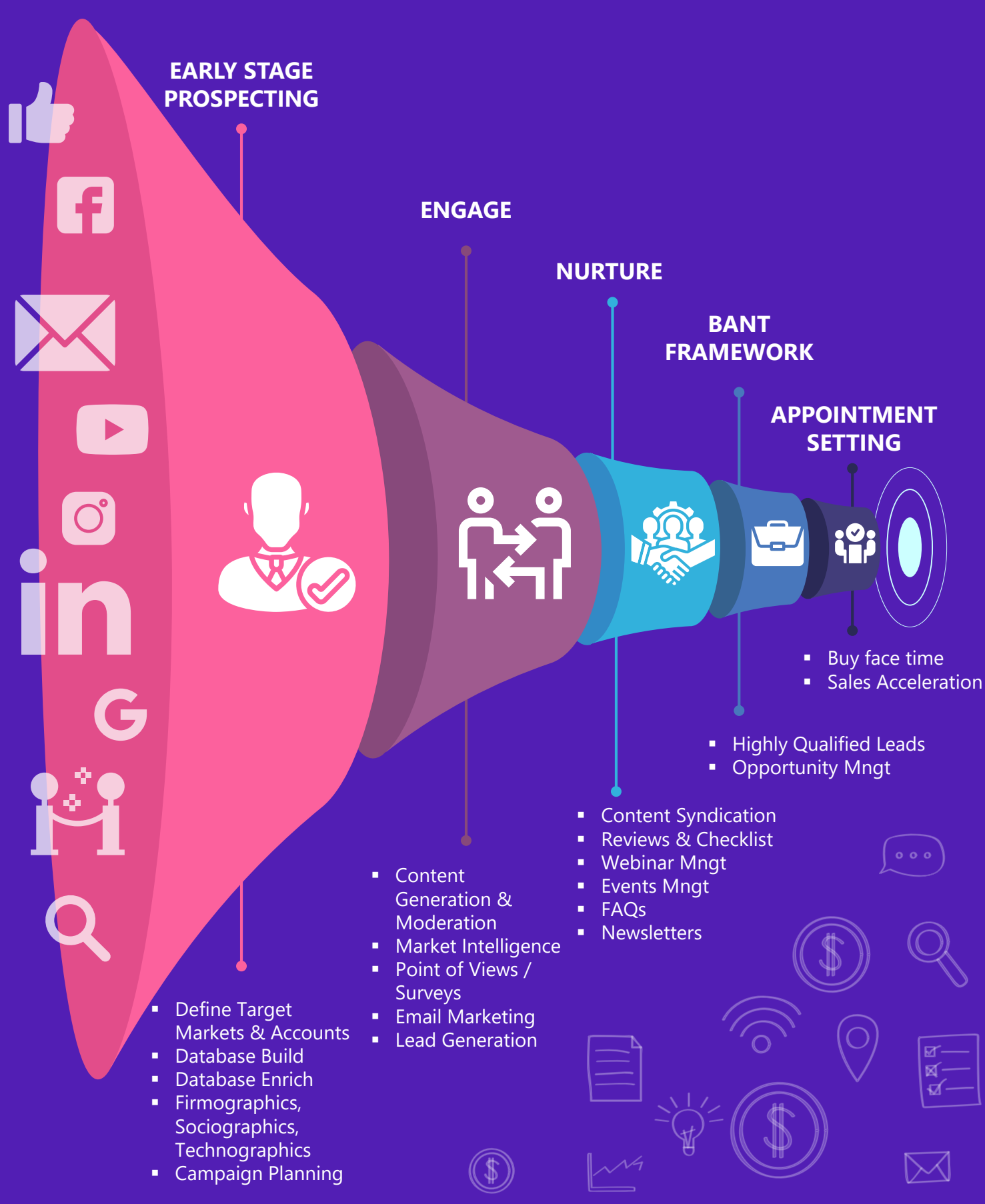
Key Aspects of Lead to Revenue Performance



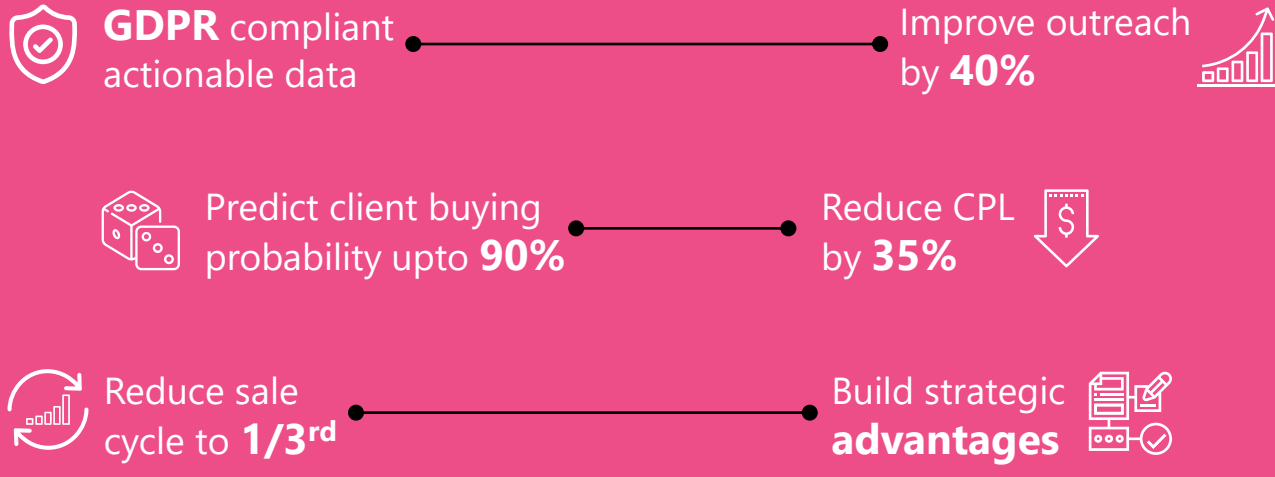
Lead to Revenue Performance also called Lead to Revenue Management helps you judge customer engagement and loyalty through "REVENUE GROWTH" per customer as a key criteria. It also integrates lot of qualitative & quantitative metrics, processes, best practices in the entire customer buying cycle. Our focus:

Accelerating Customer Engagement Driving Marketing Results

with efficient funnel management



WE DELIVER



SUCCESS STORIES



CASE STUDY

1

Leader in BI Platforms and Software in USA

OBJECTIVE - Influence the buying cycle with smart lead generation programs driven by data and insights to generate highly qualified leads.

RESULTS ► **40% APPOINTMENTS**
Resulted in Highly Qualified Leads

15% GROWTH
in Lead to Sales Realization

An American market leader in enterprise application software

CASE STUDY

2

OBJECTIVE - Generate BANT Leads within the defined target customer segment and accelerate the sales pipeline.

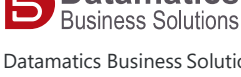
Validated buyer demographics as per product, industry, title & buying propensity. Designed an omni-channel marketing campaign with high governance and collaboration.

RESULTS ►

SAVED 30% OPERATIONAL TIME

DELIVERED B-A-N-T LEADS WITH **95% QUALITY**

HIGH CAMPAIGN ROI THROUGH TIGHTER COLLABORATION



Datamatics Business Solutions Ltd. (DBSL) is a pioneer in providing intelligent Business Process Management (iBPM) services.

Our integrated offerings include; Database Solutions & B2B Marketing, Demand Generation & Sales Acceleration, Business Research, Finance & Accounting Outsourcing, Payroll and Contact Center Services. We leverage emerging technologies like Robotics, Machine Learning and Artificial Intelligence to power human-machine collaboration & enable seamless delivery. As a trusted partner to Fortune 1000 companies; our focus is on driving revenue growth, operational excellence, cost efficiency & customer intimacy for global clients.

We serve customers across the globe and industries like Technology, Banking & Financial Services, Media & Publishing, Events, Manufacturing, Healthcare, Automotive, Retail & CPG, Travel & Logistics and Telecom.

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