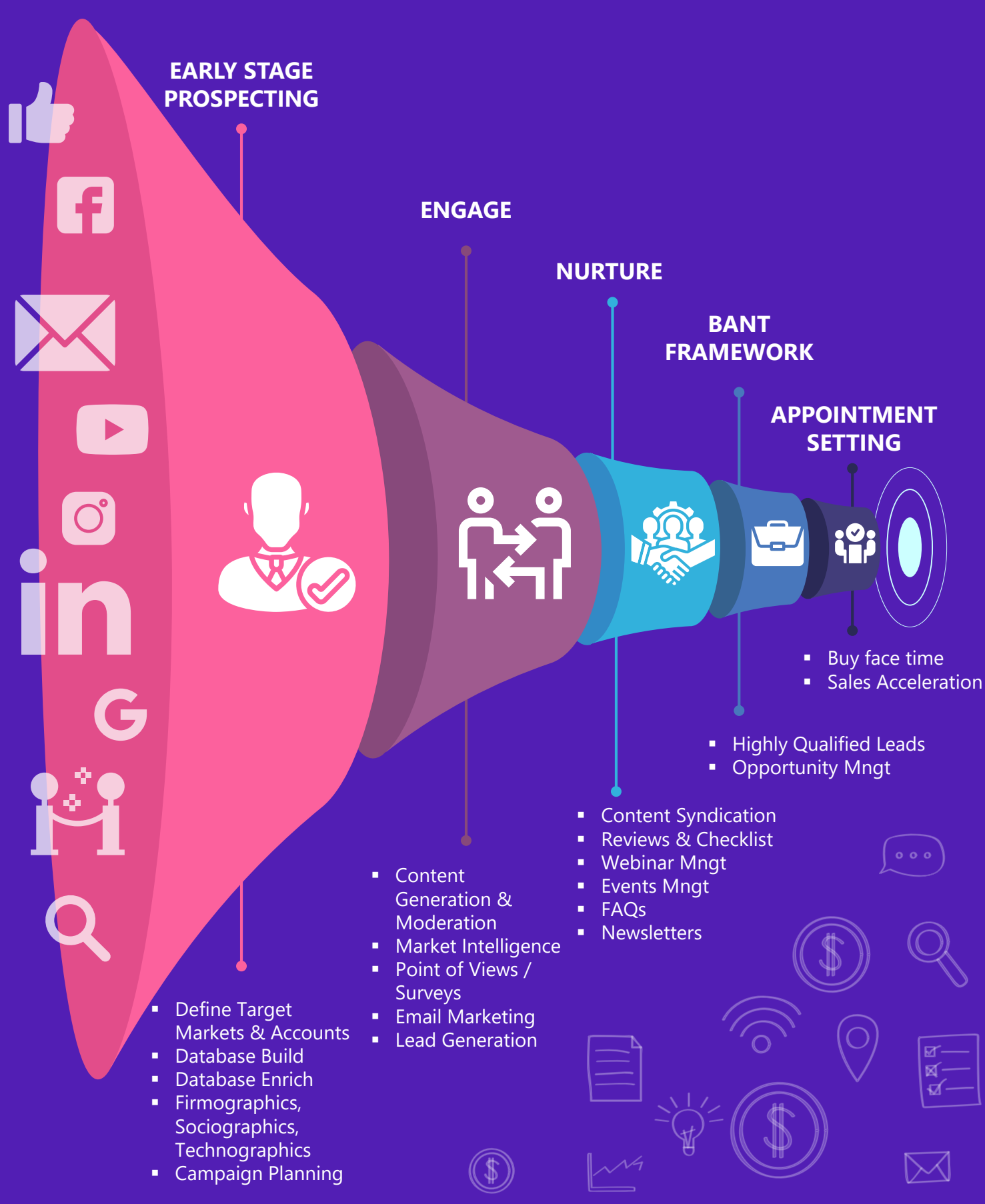# Key Aspects of Lead to Revenue Performance
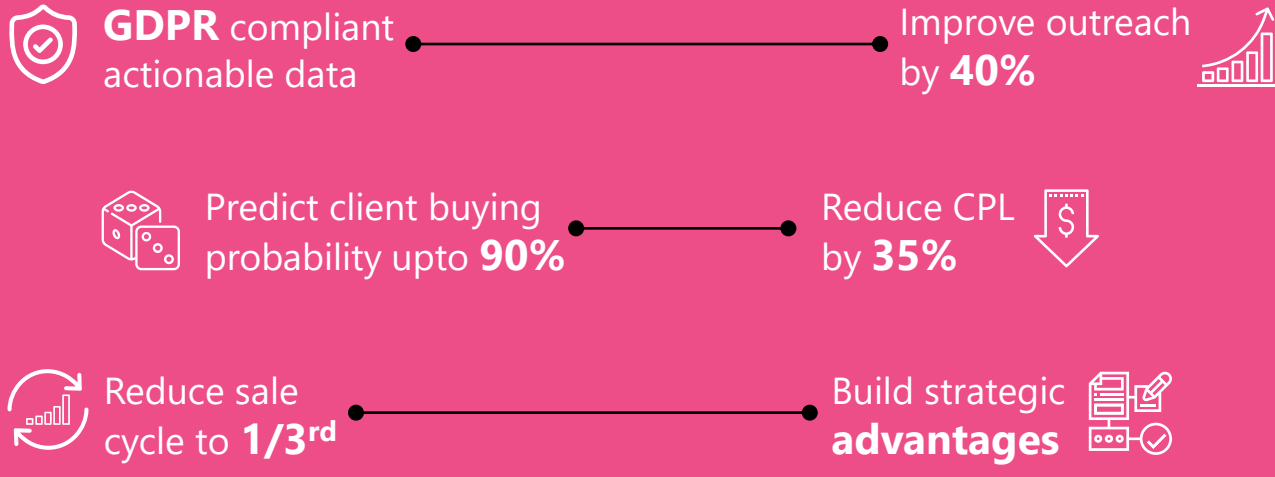
Lead to Revenue Performance also called Lead to Revenue Management helps you judge customer engagement and loyalty through "REVENUE GROWTH" per customer as a key criteria. It also integrates lot of qualitative & quantitative metrics, processes, best practices in the entire customer buying cycle. Our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

Accelerating Customer Engagement Driving Marketing Results
with efficient funnel management

EARLY STAGE PROSPECTING

ENGAGE

NURTURE

BANT FRAMEWORK

APPOINTMENT SETTING

- Buy face time
- Sales Acceleration

- Highly Qualified Leads
- Opportunity Mngt

- Content Syndication
- Reviews & Checklist
- Webinar Mngt
- Events Mngt
- FAQs
- Newsletters

- Content Generation & Moderation
- Market Intelligence
- Point of Views / Surveys
- Email Marketing
- Lead Generation

- Define Target Markets & Accounts
- Database Build
- Database Enrich
- Firmographics, Sociographics, Technographics
- Campaign Planning

WE DELIVER

- **GDPR** compliant actionable data
- Improve outreach by **40%**
- Predict client buying probability upto **90%**
- Reduce CPL by **35%**
- Reduce sale cycle to **1/3rd**
- Build strategic **advantages**

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

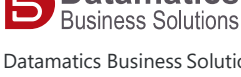**OBJECTIVE -** Generate BANT Leads within the defined target customer segment and accelerate the sales pipeline.

Validated buyer demographics as per product, industry, title & buying propensity. Designed a 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