



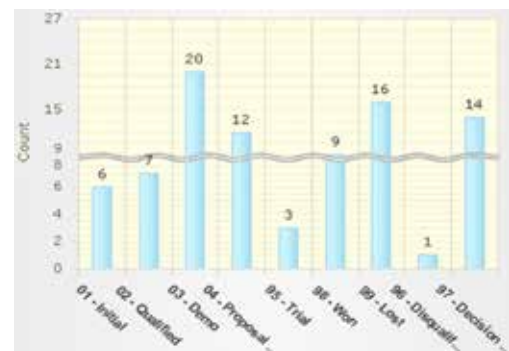
Lead Analyzer

Build a real-time lead to sales revenue engine

About Salesfusion's Lead Analyzer

Lead Analyzer is a powerful, yet easy-to-configure, lead scoring, routing and nurture marketing solution that connects your marketing to sales through behavioral workflow. Lead Analyzer is arguably the most flexible lead scoring and routing engine in its market segment. Rich with features and flexible enough to support the largest, globally dispersed corporations, Lead Analyzer will not restrict you with cookie-cutter, single-layered scoring rules. Realizing that one overriding lead scoring rule cannot meet the needs of all companies, we have engineered flexibility to create as many lead scoring rules and models as your company requires to be successful.

Marketing to Sales Pipeline



The **marketing to sales pipeline** report in Salesfusion is the end result of our Lead Analyzer's workflow. Leads are tracked from initial capture point straight through to opportunity creation and forecasting in CRM.

Three-element Lead Workflow



CAPTURE - We capture all interactions from both marketing and CRM. These include campaign responses, web activity, demographics and form responses. This information is captured and stored at the lead/contact/account record levels in Salesfusion.



GRADE - Users build a simple grading system based on four types of data. This data includes website activity, email click through, dialog responses and profile information. Users can simply select a data point and assign a numeric value based on how important a particular data point is to the company.



ROUTE - Once a grade is established, the user can then select from a menu of seven routing options. These include routing leads to sales, passing to CRM, enrolling in campaigns, removal from campaigns, and task and lead alert assignments.



Natural language prompts and drop-down menus guide the end user through the process of creating highly customized lead scoring and routing workflow without the need for programming skill sets.