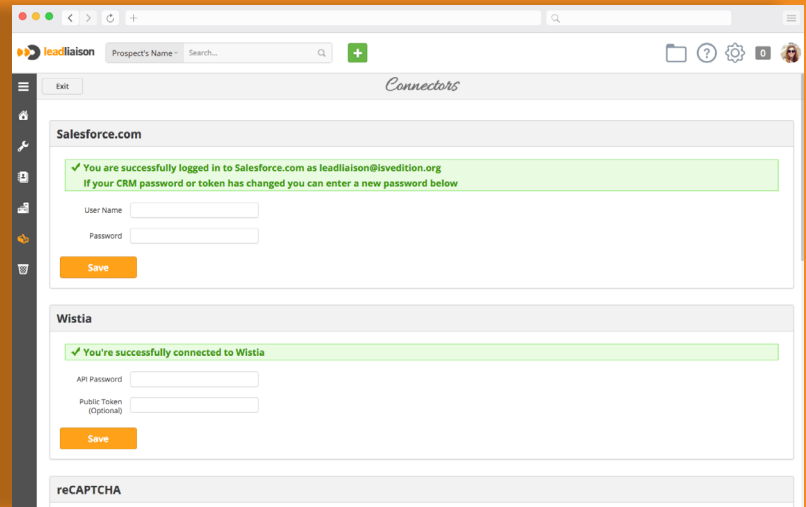


## How can marketing help sales?

Share insight with sales by pushing engagement data into your CRM and using CRM criteria to better segment and communicate.

*"How you gather, manage and use information will determine whether you win or lose."  
-Bill Gates*



Lead Liaison's revenue generation software has ultra-tight integration with CRMs such as Salesforce.com and Microsoft Dynamics. Designed from the ground up with CRM integration in mind, Lead Liaison integrates all lead activity (e-mail open/sent, video views, web visits, and more) into CRM activity sections and provides full-duplex sync of lead and contact data. Import new leads and business intelligence information in a single click.

### As a Lead Liaison customer using our CRM Connector, you'll benefit from:



#### GETTING INSIGHT FROM BUYING BEHAVIOR

We're in a digital era, where computers rule and information is everywhere. Buyers have an opportunity to research a company's solutions online before they ever make contact with a sales person. Lead Liaison captures insight and pushes it into your CRM for sales to use.



#### SEEING KEY QUALIFICATION INFORMATION

High-level lead qualification information such as lead score, lead grade, last visit to your company's website, search terms, total visits and more are saved to the Lead or Contact record within your CRM.



#### NURTURING DIRECTLY FROM YOUR CRM

Sales people will love nurturing. It's the new way to sell! They'll even love it more when they know they can do it from within their CRM. On the Lead or Contact record sales people can add individuals directly into nurturing routines with a few clicks.




#### USING CRM DATA TO SEGMENT AND COMMUNICATE BETTER

Your lead, contact, account, and opportunity fields can be used as criteria in automations to have more meaningful and timely communication with prospects, customers, and partners. Marketers can also send personalized communication on behalf of sales.

**Ready to Get Started?**

Contact us today. We're ready to help!

 [info@leadliaison.com](mailto:info@leadliaison.com)

 (888) 895-3237