

LeanData & Salesloft Integration

Decrease time-to-first-touch by automatically engaging prospects

Challenge

Sales teams must manually engage prospects in a timely and error-free fashion. Yet due to the tedious nature of this work, teams often delay or forget to do so entirely, resulting in increased customer acquisition costs, a reduced likelihood of prospects converting, and a negative buyer experience.

Solution

LeanData's integration with Salesloft allows a user to route a prospect to the right rep with the appropriate context and then immediately queue the prospect for automated engagement. By enabling immediate outbound engagement, sales teams can strengthen prospect engagement, improve time-to-revenue, and increase prospect conversion rates.

Key Benefits

- Create operational efficiencies
- Frees up time for sales to focus on more value-added work
- Speed time-to-first touch
- Drive higher conversion rates
- Improve the buyer experience

How it Works

Flowbuilder, LeanData's visual routing tool, makes it easy to determine which prospects to include in a specific Salesloft Cadence as well as from what rep a customer should receive the automated messaging from.



About Salesloft

Salesloft is the provider of the leading sales engagement platform that helps sellers and sales teams drive more revenue. The Modern Revenue Workspace™ by Salesloft is the one place for sellers to execute all of their digital selling tasks, communicate with buyers, understand what to do next, and get the coaching and insights they need to win. Thousands of the world's most successful sales teams, like those at IBM, Shopify, Square, and Cisco, drive more revenue with Salesloft. For more information visit salesloft.com.

Why LeanData?

LeanData is the industry leader in lead-to-account matching and routing solutions. Standing at the center of your Salesforce CRM, LeanData connects data to the right people at the right time, every time. By aligning Marketing and Sales with accurate matching, routing and trustworthy engagement analytics, sales reps receive only the leads, contacts, accounts and opportunities they need to work on, so they can close more deals and drive more revenue, faster.

Proven Results with Over 700 Customers


An Adobe Company

Get Started Today:

Visit LeanData.com to learn more about LeanData's go-to-market operations solutions for Matching, Routing and Engagement, or visit us on [AppExchange](#).

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