

Campaign Member-Based Routing

Use campaign data to better assign SFDC Leads & Contacts

The Challenge

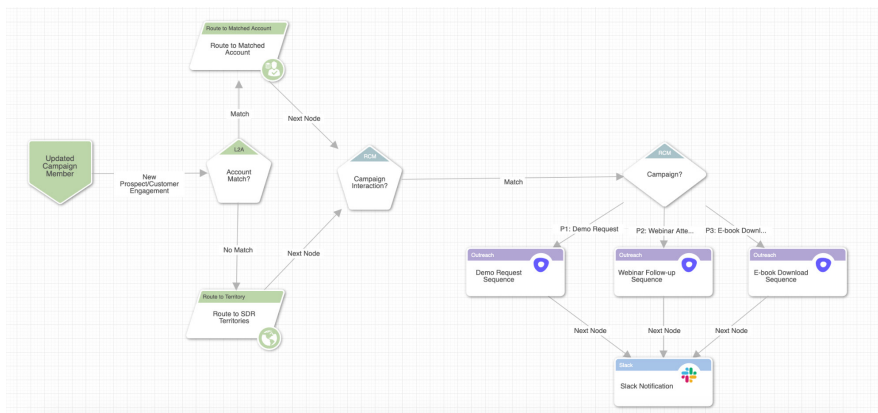
Leads and Contacts continually engage with marketing campaigns, but that campaign engagement information often isn't used to improve routing decisions or buyer conversations. The result is suboptimal assignment and distribution of Leads and Contacts to representatives for priority follow-up.

The Solution

Automatically assign and manage leads based upon their engagement with your campaigns and provide additional, campaign-related context to your GTM teams.

Campaign Member-Based Routing

Initiate routing when Leads or Contacts are added to campaigns or their campaign member information is updated. Then use related campaign information to improve automated routing decisions and notifications.



Routing Use Cases

Inbound

When a Lead requests a demo as a result of a campaign, route them to the correct rep along with information about the relevant campaign.



Outbound

When a cold Lead responds with interest to a new campaign, route accordingly and drive immediate action from Sales.



Outbound

After a Lead qualifies for routing, automatically determine the best rep by referencing their campaign member status in specific campaigns.



Proven Results with Over 800 Customers



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](https://AppExchange.com).

[Request Demo](#)

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.

2901 Patrick Henry Drive, Santa Clara, CA 95054
669-600-5676 | www.LeanData.com