

The 2022 State of Lead Management - Ops Professionals

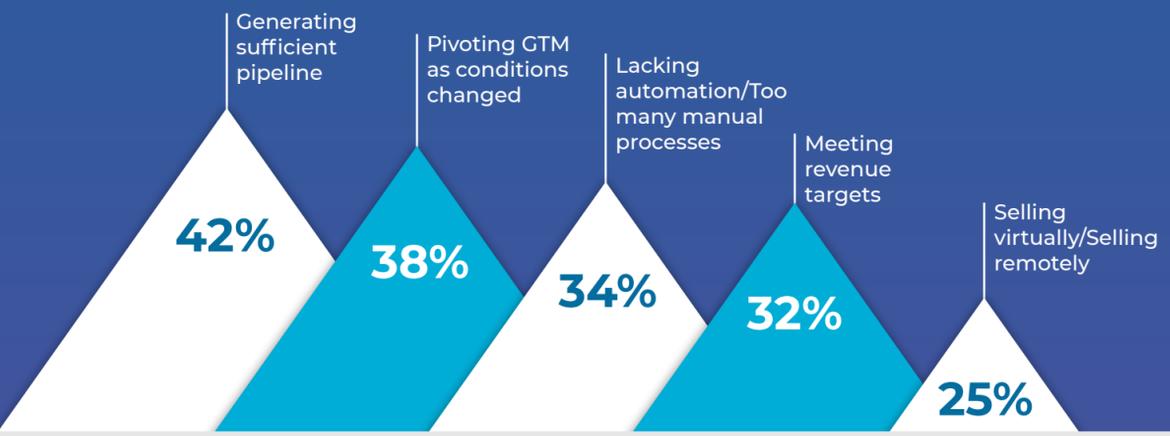
In December of 2021, LeanData, in collaboration with Sales Hacker, Heinz Marketing and Outreach, conducted the State of Lead Management survey of revenue team professionals.

In total, the survey generated 1,732 respondents. Below, take a high-level look at how respondents in Operations (Sales Ops, Marketing Ops & RevOps) viewed the current state of lead management.

State of Overall Growth Strategies



Top 2021 Growth Challenges for Operations



2022 Sales & Marketing Priorities

Operations Professionals



the complete inverse of the responses from all other functions



State of Lead Management

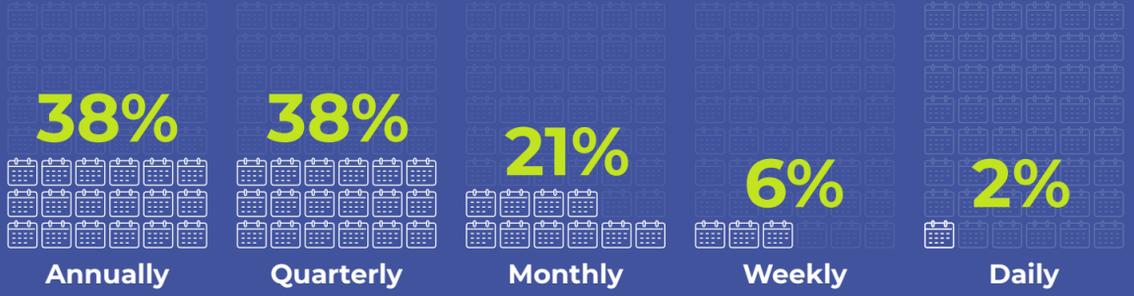


Speed to Lead



Flexible, Agile Lead Routing is Key

How often do lead-routing rules change?



Download the full report of The State of Lead Management 2022.

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Why LeanData?

Today's growth leaders power their B2B selling with LeanData, the gold standard in modern revenue orchestration and an essential element of the modern RevTech stack. The LeanData Revenue Orchestration Platform, powered by No-Code Automation, simplifies and accelerates coordination of all the plays, people and processes needed to transform buying signals into buying decisions. LeanData is inspiring a global movement among its 800 customers and community of 5,000+ Ops Stars worldwide, empowering them with operational excellence that translates into compelling buyer experiences and competitive advantage. Join the movement!