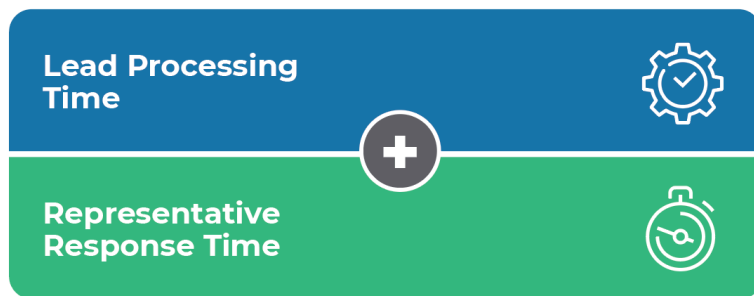# LeanData & Outreach Integration

Boost your sales productivity and speed to lead with LeanData's seamless integration with Outreach.

As a revenue team professional, you have two primary levers to push and pull upon to affect your speed to lead.

Lead Processing Time

+

Representative Response Time

The Challenge Behind Response Time

Manually adding the right leads and contacts to an Outreach sales sequence is a time-consuming process that creates delays and increases time-to-first-touch. This results in increased customer acquisition costs, negative buyer experiences, and reduced lead conversion.

The Solution for Quicker Response Time

LeanData Routing's seamless integration with Outreach allows you to automatically distribute leads and contacts to sales sequences for the most relevant outreach. By automating this process, you can instantly determine the right sequence and the right reps to initiate engagement based on contextual lead and contact information.

Your lead response time – aka, your speed to lead – is mission critical. Consider these speed to lead statistics:

78%

of customers buy from the company that responds to their inquiry first
(Lead Connect)

7x

more likely to qualify leads when reaching out within an hour as opposed to just one hour later
(Harvard Business Review)

391%

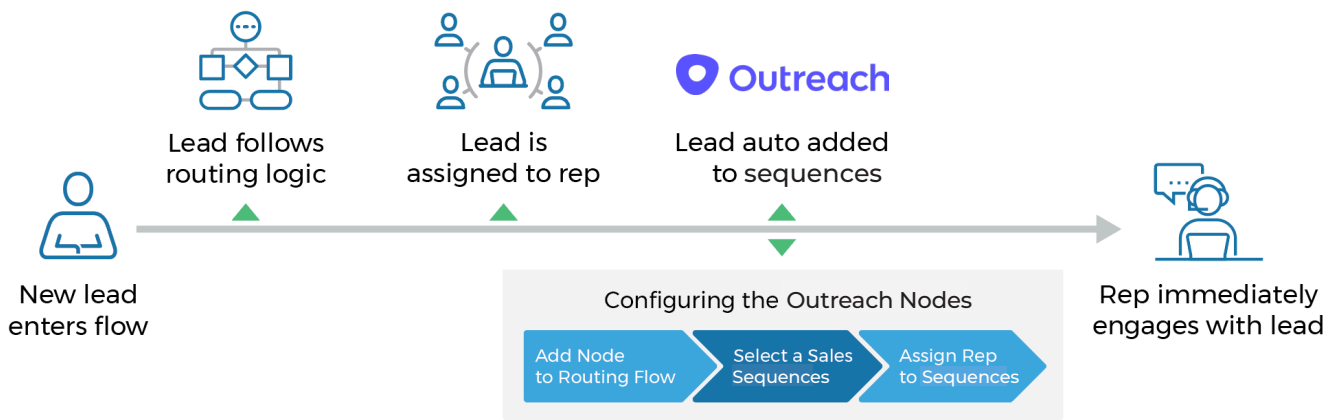increase in lead conversions when responding within one minute
(Velocity)

Proven Results with Over 800 Customers

zoom   DocuSign   snowflake   okta   Marketo An Adobe Company

Manual Processes are prone to delays and errors. Combining the power of LeanData Routing with Outreach ensures your sales team accelerates speed to lead, strengthen prospect engagement, increase lead conversion, and shorten time-to-revenue.

How It Works

FlowBuilder, the drag-and-drop user interface in LeanData Routing, makes it simple to determine which leads or contacts to route to specific Outreach sales sequences, as well as the right rep for carrying out those engagement steps. This all happens instantly, to ensure your reps can readily engage prospects with the right activities and messaging!

New lead enters flow → Lead follows routing logic → Lead is assigned to rep → Lead auto added to sequences (Outreach) → Rep immediately engages with lead

Configuring the Outreach Nodes

Add Node to Routing Flow → Select a Sales Sequences → Assign Rep to Sequences

"We're able to route leads and get them into a Outreach Sequence. Now we're averaging about 3.5 minutes from creation to Sequenced. Since we started doing that, first response time has come down 400%."

Raheel Alam, BombBomb Salesforce Admin | BombBomb™

Get Started Today:

Request Demo

Visit LeanData.com to learn more about LeanData's go-to-market operations solutions for Automated Scheduling, Matching, Routing and Engagement, or visit us on **AppExchange**.

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+ OpsStars worldwide, empowering them with revenue operations excellence that translates into compelling buyer experiences and competitive advantage. Join the movement!