

Transforming Buyer Signals into Buying Decisions

Revenue orchestration matches the best Sales & Marketing “plays” to a buyer signal.

Simple, right? So, what’s the problem?

Today’s B2B buying journeys leave an enormous volume of data — buyer signals — at every stop.

Old-school revenue orchestration depends on brittle code, spreadsheets and manual triage, all powered by people.

The Result?

Revenue Orchestration breakdowns

Inefficient & Ineffective processes

Revenue team chaos & conflict

Poor customer experiences

Revenue chokepoints

Modern Revenue Orchestration

Revenue orchestration is the purposeful coordination of the people, processes and plays needed to transform buyer signals into buying decisions.

The LeanData Revenue Orchestration Platform, powered by No-Code Automation, surfaces high-value buyer signals and accelerates coordination of all the plays needed to serve your buyers on their journeys and scale your business.

The LeanData Revenue Orchestration Platform Ready. Predictable. Resilient.

Old School Selling

Hard-coded, Perpetual Triage

- IT-intensive
- APEX code requires Dev resource
- Weeks to make changes
- Forced to conform to system constraints
- Spreadsheet-driven
- Functionally siloed
- Manual, error-prone, slow

Revenue Orchestration Platform

No-Code Automation

- Business-user driven
- Drag-and-drop ease
- Changes at the speed of business
- Composable, conforms to any play
- Fully automated
- Find and fix errors in real time
- Shared transparency across all Channels

The Gold Standard Inspiring a Vibrant Movement.



Proven Results with Over 800 Customers



Marketeto™
An Adobe Company

Request Demo

Get Started Today:

Visit [LeanData.com](https://www.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](https://www.appexchange.com).

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 people, processes and plays needed to transform buyer 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.