

LeanData

G2 REPORT: LEAD-TO-ACCOUNT MATCHING & ROUTING

WINTER 2026



INTRODUCTION

Lead-to-Account (L2A) Matching and Routing are software solutions that act as the connective tissue of today’s efficient tech stack. As such, it’s an essential component empowering the success of all revenue teams, regardless of both size and complexity.

With peer review sites like G2 rising to the forefront of B2B buying journeys, this quick-and-easy guide reviews the L2A Matching and Routing segment, and highlights LeanData’s preeminent ranking as a pioneering leader in the category.

The undisputed leader in L2A Matching and Routing since its inception



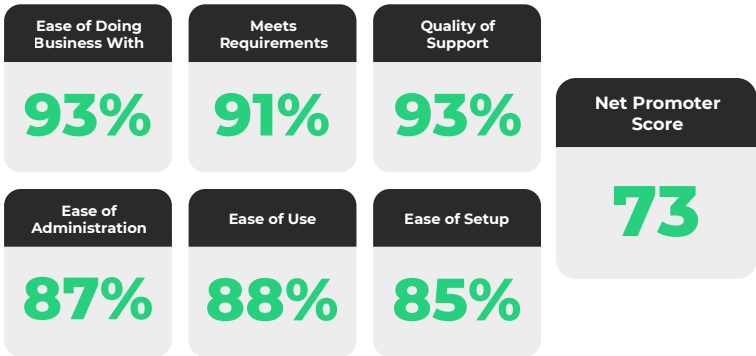
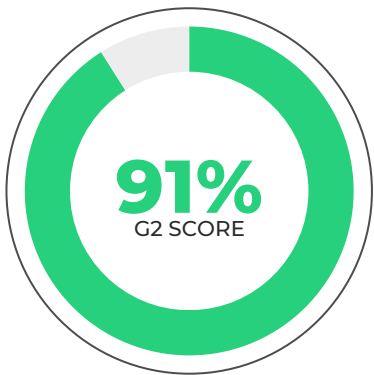
G2’S LEANDATA LEAD-TO-ACCOUNT MATCHING & ROUTING PRODUCT PROFILE



LeanData
★★★★★ 4.6/5 (983)

Join the growth leaders seeing a 30% increase in lead conversion rates, a 99% reduction in routing update times, and consistently sending the right lead to the right person at the right time. LeanData is 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 the coordination of all the plays, people, and processes needed to transform buyer signals into buying decisions. With LeanData, revenue teams operate with precision and alignment, taking every change in stride and driving operational excellence that fuels compelling buyer experiences. LeanData Revenue Orchestration simplifies your buyer journeys and delivers world-class customer experiences to accelerate time to revenue by:



- Routing - Visualize and immediately activate plays with no-code, drag-and-drop lead routing
- Matching - no-code smart algorithms deliver 95% lead-to-account matching accuracy
- Engagement - Provide revenue teams with accurate data at the right time
- BookIt - Instantly qualify, assign, and schedule the right meetings with the right people, every time.
- Integrations - With drag-and-drop simplicity, you can connect the right data to the right sellers – across platforms – at exactly the right time.



99% of LeanData’s 983 customer reviews on G2 are either 5-star or 4-star reviews!

RETURN ON INVESTMENT

Responsible growth requires an efficient tech stack that delivers a quick return on investment. According to its customers, LeanData delivers ROI quickest.

	<div><div>LD</div><div>LeanData</div></div>	<div><div></div><div>Chili Piper</div></div>	<div><div></div><div>ZoomInfo Operations</div></div>
Star Rating	★★★★★ 983 reviews	★★★★★ 694 reviews	★★★★★ 350 reviews
Ratings			
Has the product been a good partner in doing business?	<div><div></div><div>93%</div><div>Responses: 609</div></div>	<div><div></div><div>89%</div><div>Responses: 90</div></div>	<div><div></div><div>90%</div><div>Responses: 53</div></div>
How likely is it that you would recommend the product to a friend or colleague?	<div><div></div><div>92%</div><div>Responses: 886</div></div>	<div><div></div><div>91%</div><div>Responses: 344</div></div>	<div><div></div><div>90%</div><div>Responses: 116</div></div>
Is the product headed in the right direction?	<div><div></div><div>95%</div><div>Responses: 679</div></div>	<div><div></div><div>91%</div><div>Responses: 192</div></div>	<div><div></div><div>90%</div><div>Responses: 83</div></div>
What is your organization's estimated ROI on the product (payback period in months)?	<div><div><div>6 months or less34%</div><div>7-12 months31%</div><div>13-24 months12%</div><div>24-36 months3%</div><div>37-48 months0%</div><div>48+ months1%</div><div>Never Got Full Payback15%</div><div>N/A</div></div><div>Average 10 Months</div></div>	<div><div><div>6 months or less27%</div><div>7-12 months30%</div><div>13-24 months18%</div><div>24-36 months3%</div><div>37-48 months0%</div><div>48+ months0%</div><div>Never Got Full Payback18%</div><div>N/A3%</div></div><div>Average 18 Months</div></div>	<div><div><div>6 months or less35%</div><div>7-12 months41%</div><div>13-24 months7%</div><div>24-36 months3%</div><div>37-48 months0%</div><div>48+ months0%</div><div>Never Got Full Payback0%</div><div>N/A0%</div></div><div>Average 13 Months</div></div>

★★★★★

9/10/2025

“I use LeanData to match leads to accounts and contacts in Salesforce, which is critical for our team's success. Its seamless Salesforce integration is impressive. The platform's ability to handle fuzzy matching excellently saves us time, as we'd otherwise spend much longer determining matches manually. I also appreciate the instant notifications and extensive segmentation allowed by the flows, which enable us to make strategic decisions and act immediately rather than wasting time on small details. Overall, LeanData's features allow us to respond quickly and strategically to buying signals, significantly enhancing our efficiency.”

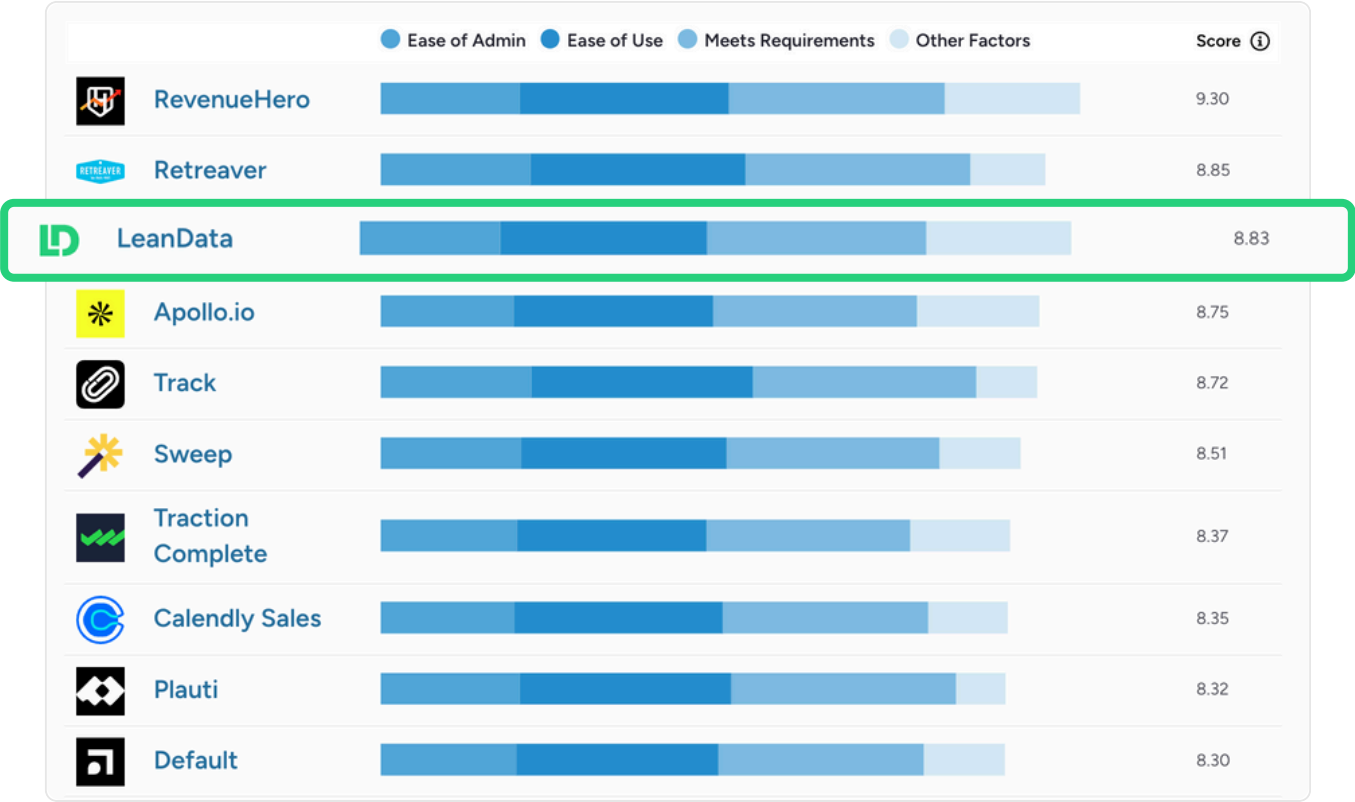
Lizzie H.

Integrated Marketing Manager
Mid-Market (51-1000 employees)



EASE OF USE

Any software you buy should get the job done right, as fast as possible. But if the effort required is bigger than the reward, user adoption will be lacking. SaaS platforms that are easy to use gain more traction and thus are more successful. Customers consistently report LeanData’s no-code, drag-and-drop tools are easy to configure, easy to use, and easy to understand.



12/4/2025

“LeanData is. a powerful tool that handles complex routing needs and so much more. It's very similar to creating flows in salesforce, but in a much more visual way via the flow diagrams. Some of their latest features have made it really easy to debug routing issues and easy to figure out how to fix problems. Really great tool. With the complexity, it can be a little daunting to learn, but they have regular interactive sessions that you can join and ask a group of peers and the experts on the webinar about your specific situation and how to best solve it. Great customer support as well.”

Sharon T.
Marketing and Sales Operations,
Sr Manager
Mid-Market (51-1000 employees)



QUALITY OF SUPPORT

A good customer support team provides training and guidance to help customers make the most of their software. If customers encounter any issues, they deserve to get help and answers quickly and easily.

LeanData takes a “customer first” approach in everything we do. We truly believe if we focus on our customers, all else will follow. LeanData customers describe our Customer Success team as helpful, quick to respond, hands-on, and responsive.



Quality of Support
Lead-to-Account Matching & Routing

Additionally, LeanData’s Professional Services team is a clear differentiator in the space. Consider to following statistics:

1,000+

LeanData customers

299

go-live implementations
of LeanData in 2022

97%

CSAT score for LeanData
Professional Services



11/8/2025

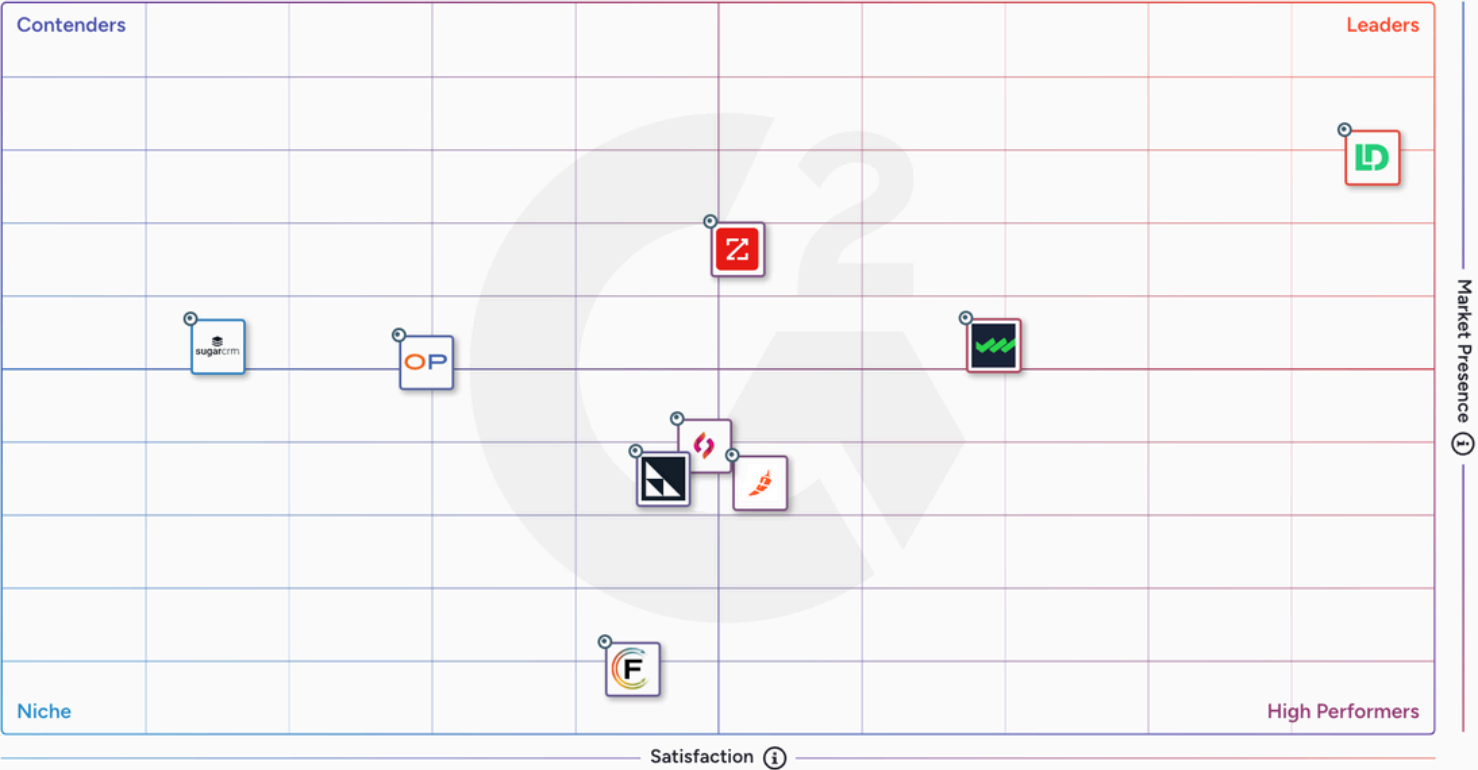
“I appreciate that LeanData is almost right every time, which helps significantly in resolving many issues with lead routings. It minimizes the need for manual work, saving time and reducing errors in our processes. The setup was pretty easy, largely due to the very helpful implementation team, which made the transition smooth and efficient. Additionally, LeanData's integration with tools like ZoomInfo and HubSpot further enhances its utility and streamlines our workflow. Overall, I think LeanData is great and reliable as it consistently meets our needs, and I'm so satisfied with the service that I would highly recommend it to others, rating it a perfect 10 out of 10.”

Apoorva M.



G2 GRID SCORING

Enterprise Grid® for Lead-to-Account Matching and Routing Software



12/4/2025

"I just love the automation of LeanData. It's helped a lot with improving our go-to-market function, and it's been really easy to navigate and use over the years. It really helps increase speed to lead by automating the assignment of leads to previous account owners if they're already assigned to someone in our system. If a lead drops in, our sales team can see it and take action straight away."

Sarah D.





Customers Pick LeanData
as the Best of the Best



HEAR MORE FROM OUR CUSTOMERS



How Brandwatch Doubled Conversion Rates with Intelligent GTM Orchestration



Palo Alto Networks Sees Revenue Increases with Buying Groups Strategy

READY TO TAKE A LOOK AT LEANDATA FOR YOURSELF?

GET STARTED

WHY LEANDATA?

LeanData helps B2B enterprises fuel efficient growth by aligning marketing, sales, and customer service execution with the buyer journey. Our Intelligent GTM Orchestration platform acts as the connective tissue across the revenue lifecycle, integrating and normalizing buyer data, automating signal-driven workflows, and delivering AI-powered insights. The result is faster, cleaner execution and the ability to adapt GTM motions with agility without coding. More than 1,000 leading companies and a community of 5,000+ OpsStars rely on LeanData to achieve speed to lead, higher conversions, accelerated pipeline, and predictable growth by turning buyer signals into coordinated action.