



G2 Report: Lead-to-Account Matching & Routing

Fall 2024



Introduction

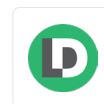
Lead-to-Account (L2A) Matching and Routing are software solutions that act as the connective tissue of today's efficient tech stack. As such, it's an essential component empowering the success of all revenue teams, regardless of both size and complexity.

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

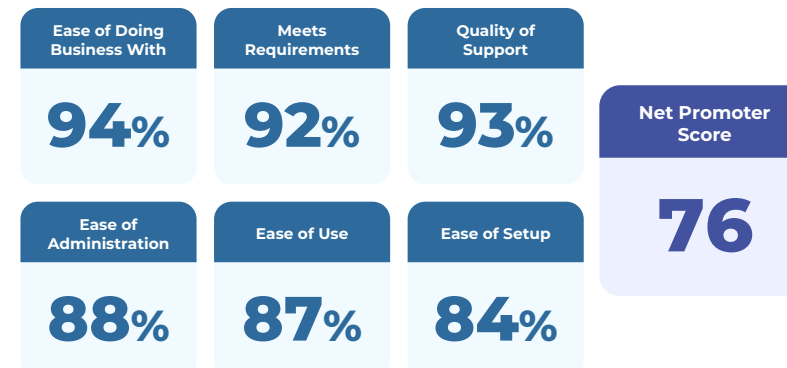
★★★★★ 897 reviews

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:

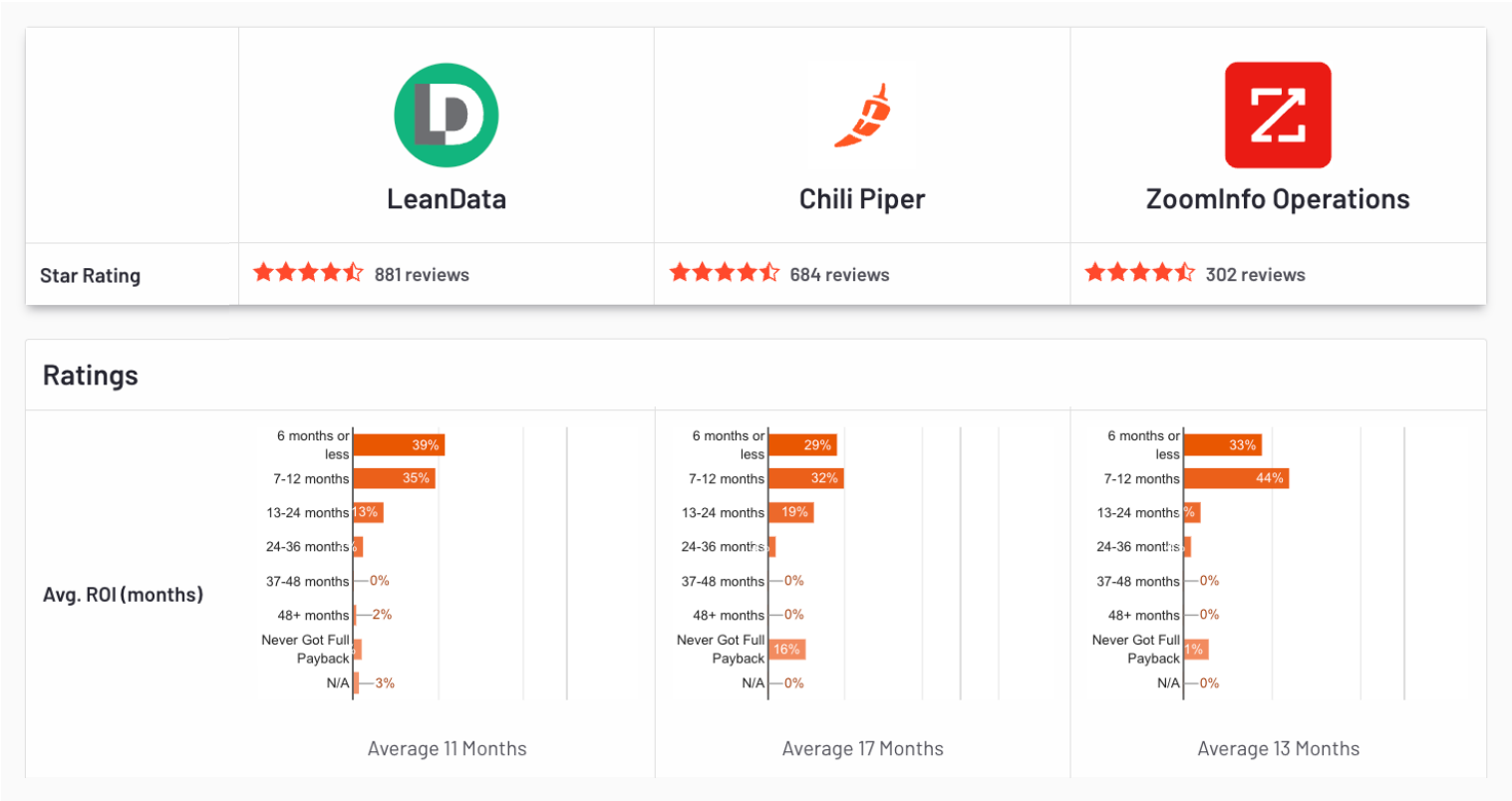
- **Routing** - Visualize and immediately activate plays with no-code, drag-and-drop lead routing
- **Matching** - no-code smart algorithms deliver 95% lead-to-account matching accuracy
- **Engagement** - Provide revenue teams with accurate data at the right time
- **BookIt** - Instantly qualify, assign, 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 896 customer reviews on G2 are either 5-stars 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.



★★★★★ Aug 30, 2024

“Our LeanData implementation was so easy. Ash was always kind and patient with the team, as well as responsive/quick to address questions and concerns. We blew through it and felt 100% confident by launch time.”

[Kacee C.](#)
Global Head of Marketing Operations
Mid-Market (51-1000 emp.)

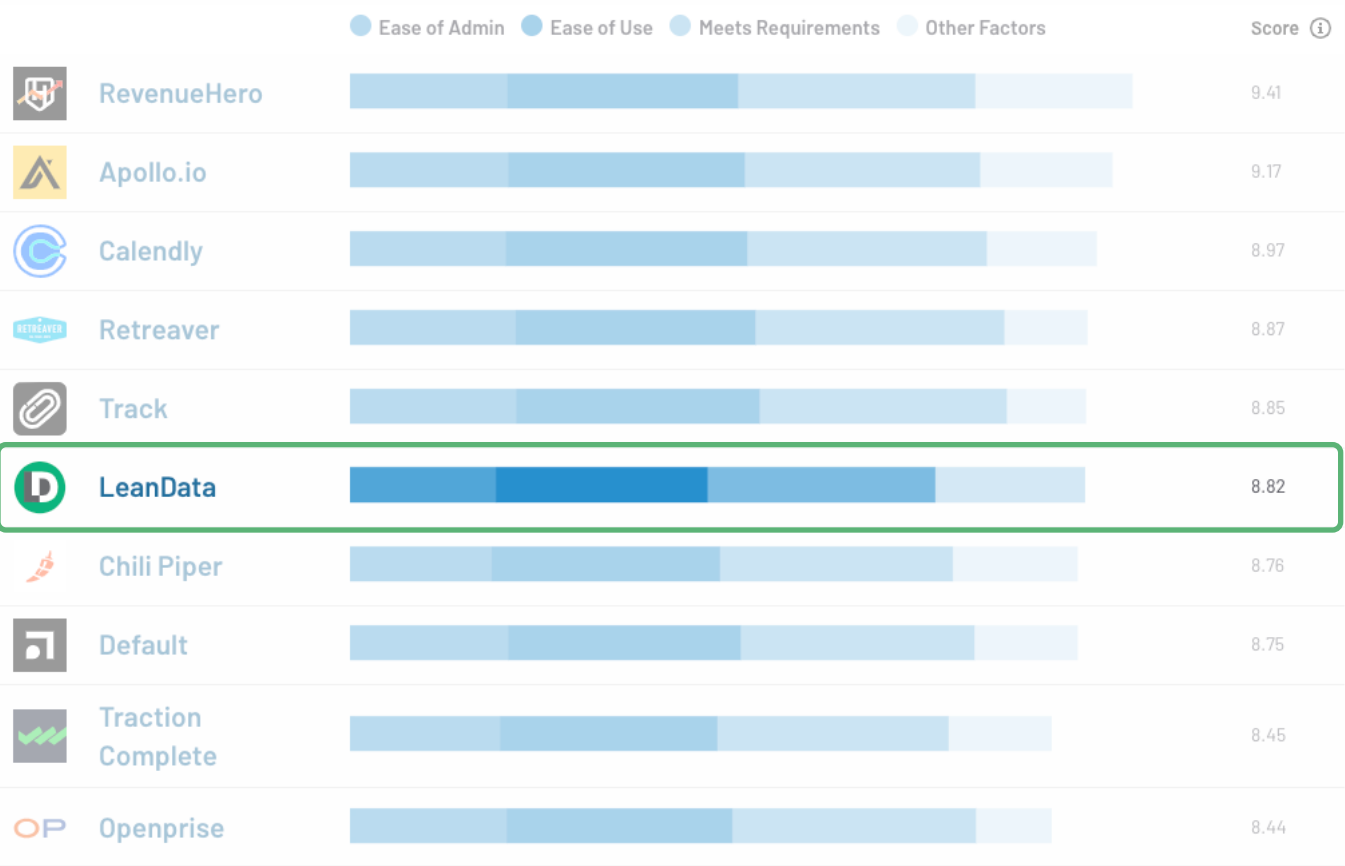
★★★★★ Aug 22, 2024

“The routing and insights are best. One can create complex logic to route different objects and perform various tasks to fit one’s needs.”

[Suzen C.](#)
Business Systems Analyst
Enterprise (> 1000 emp.)

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.



★★★★★

Aug 21, 2024

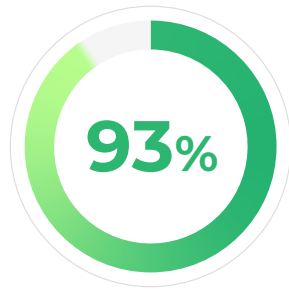
“Lean Data efficiently and effectively manages our company’s complex lead allocation process, addressing all our business needs. With seamless integration into our existing systems, we now deliver leads within minutes. The tool sends alerts to lead owners with actionable links and allows us to enrich, merge, and clean records, keeping our database reliable and effective. When we encounter roadblocks, the LD support team is quick to respond, offering feedback and solutions, even for complex issues.”

Olga A.
Marketing Operations Manager
Enterprise (> 1000 emp.)

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 the following statistics:

1,000+

LeanData
customers

299

go-live implementations
of LeanData in 2022

97%

CSAT score for LeanData
Professional Services

★★★★☆ Jun 10, 2024

“The visual interface makes it incredibly easy for our team to adjust our lead routing items. It’s a pretty comprehensive offering for lead routing and its integration with Salesforce is smooth.”

[Michael L.](#)

Vice President of Marketing
Mid-Market (51-1000 emp.)

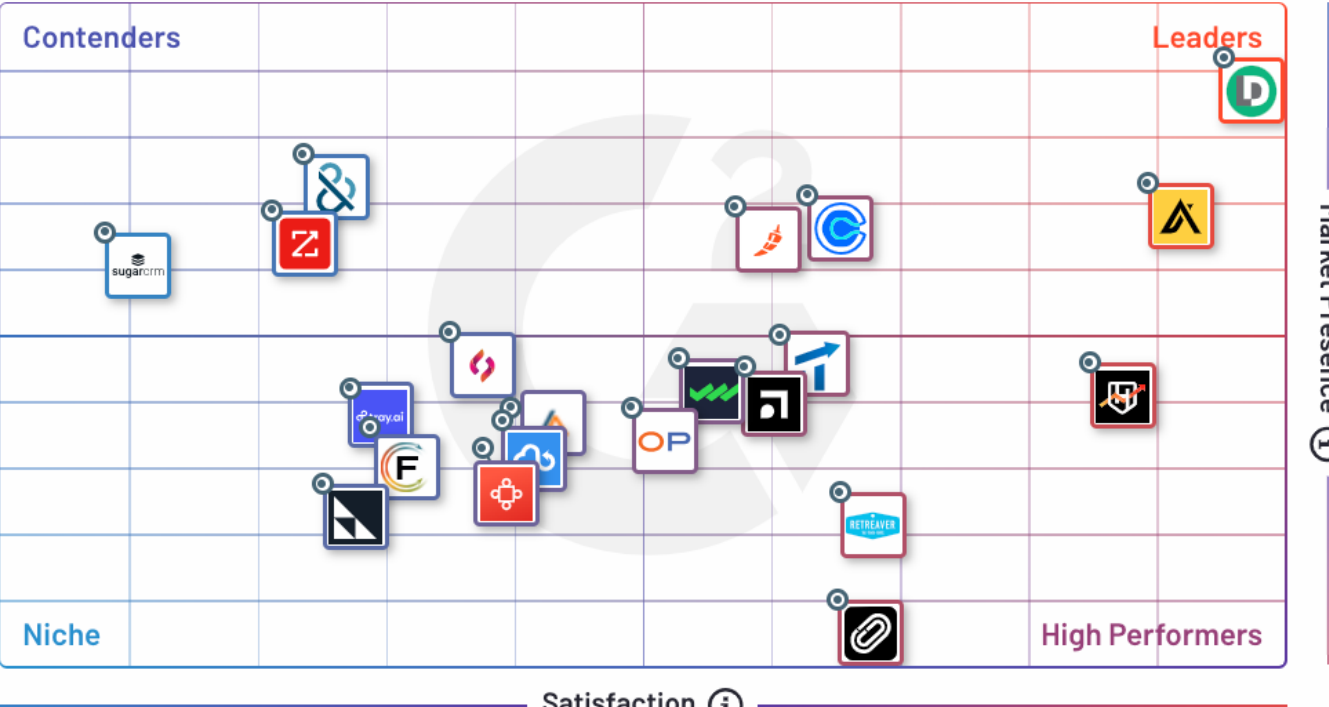
★★★★★ May 24, 2024

“LeanData is simple. If I need to make a change to routing, I can easily get in and make the change. Implementation was a breeze and their team was so friendly in getting everything pieced together.”

[Nate T.](#)

Marketing Operations Manager
Mid-Market (51-1000 emp.)

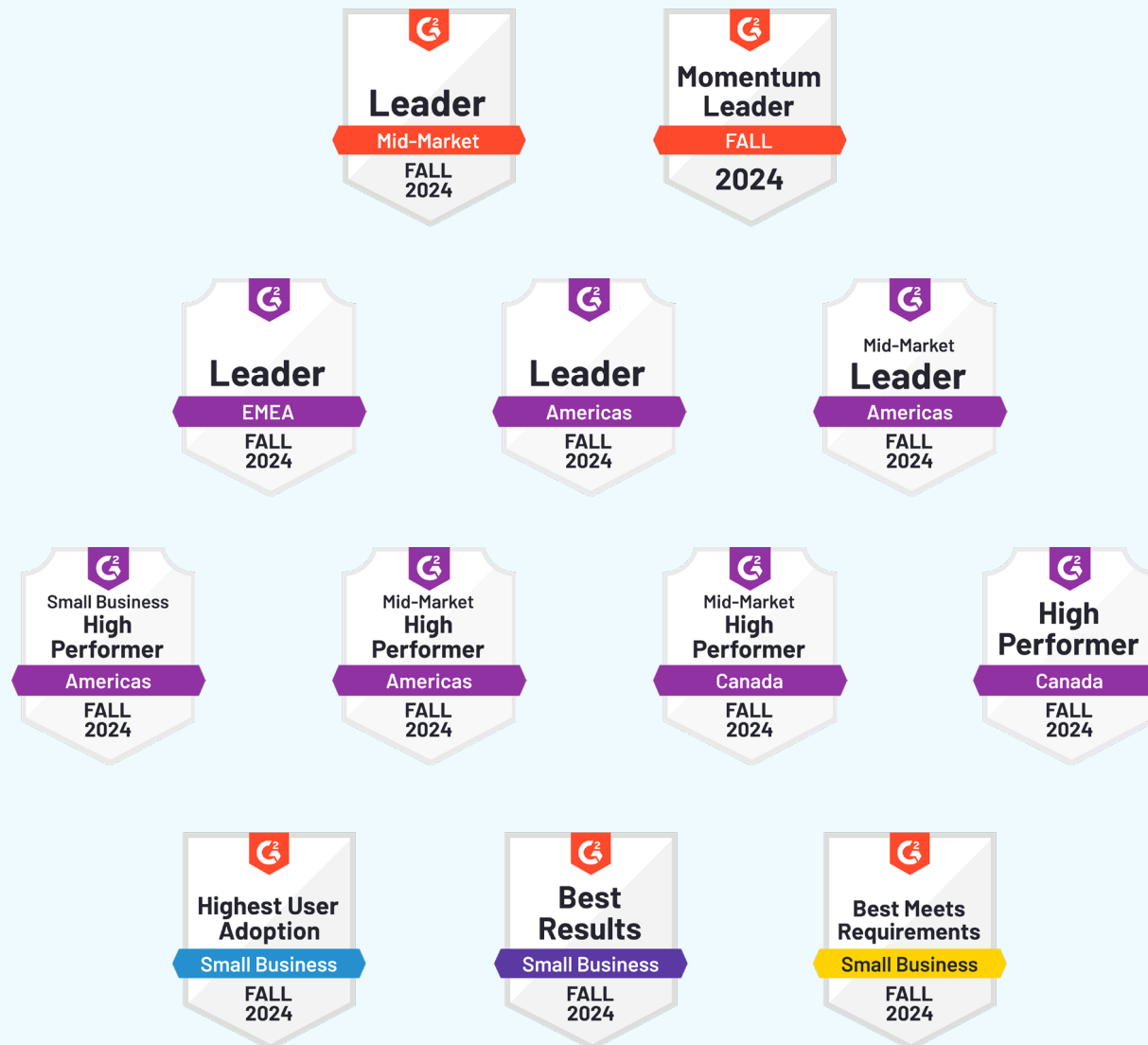
G2 Grid Scoring



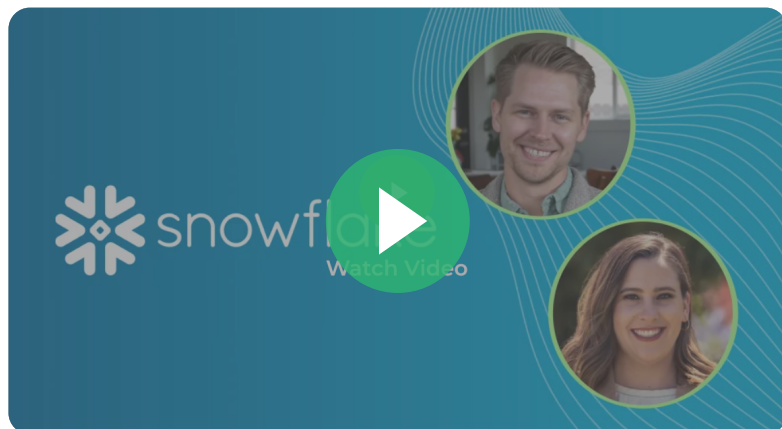
Verified User in Education Management

Mid-Market (51-1000 emp.)

Customers Pick LeanData as the Best of the Best



Hear More From Our Customers



Snowflake Scales Account Based Plays with LeanData Revenue Orchestration



Palo Alto Networks Sees Revenue Increases with Buying Groups Strategy

Ready to take a look at LeanData for yourself?

[Get started](#)

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 revenue tech 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 1,000+ customers and community of 5,000+ OpsStars worldwide, empowering them with revenue operations excellence that translates into compelling buyer experiences and competitive advantage.