LeanData

WORK SMARTER, GROW FASTER: HOW INTELLIGENT GTM ORCHESTRATION HELPS YOU DO MORE WITH LESS

Layoffs, hiring freezes, and budget cuts haven't stopped the demand for precision, speed, and growth.

You need to create **pipeline**, **respond faster**, and **keep GTM execution aligned with the buyer journey**, even with fewer people and fewer tools.

LeanData helps you orchestrate all of it. Here's how:

1. ✔ SAVE TIME AND REDUCE ADMIN BURDEN

- **Adapt faster:** Update GTM workflows in hours, not weeks.
- **Cut manual work:** Zendesk saved 55 hours weekly by automating lead assignment.
- **Stay agile:** Change territory plans, team structures, and workflows without outside help.

> 95% of LeanData customers manage routing with a single admin.

2. ⌃⌃ INCREASE SALES PRODUCTIVITY

- **Stop the chaos:** No more leads going to the wrong reps or falling through the cracks.
- **Boost selling time:** Snowflake cut SDR research time on inbound leads by 78%.
- **Fix lead trust:** AI-enhanced matching and routing eliminates finger-pointing between Sales and Marketing.

3. ◔ ACCELERATE SPEED-TO-LEAD

- **Be first:** Companies that respond within 5 minutes are 21x more likely to qualify a lead.
- **Results with LeanData:**
  - Pendo reduced lead response from 90 minutes to 10.
  - BombBomb improved lead response by 400%.

> Speed wins deals. LeanData makes it automatic.

4. CONSOLIDATE YOUR TECH STACK

- **One platform, unified workflows:** LeanData eliminates the need for 10+ point solutions.
- **Centralize:** Matching, routing, round robin distribution, SLA tracking, and meeting scheduling — all in one.
- **Save costs:** Fewer vendor contracts. Fewer integrations to maintain. Lower risk of data errors.

> LeanData is the connective tissue of your revenue tech stack, aligning data, systems, and teams.

5. MAINTAIN DATA QUALITY

- **Audit every lead:** LeanData's audit logs track routing decisions automatically.
- **Catch and fix issues early:** Better data visibility without manual spot-checking.
- **Eliminate duplicates:** Toast decreased duplicate records by 90% with LeanData's AI-driven matching.

> Good data fuels good decisions and LeanData keeps your CRM clean.

6. DRIVE MEASURABLE GROWTH

- **Pipeline lift:** 6sense achieved a 60% increase in pipeline.
- **Retention boost:** Rebuy saved 656 hours in one year and achieved 98% customer retention.
- **Expansion made easy:** Automate cross-sell and upsell handoffs across the revenue lifecycle.

> When lean teams have the right systems, they don't just survive — they scale faster.

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LET'S TALK