

Why B2B Revenue Teams Choose LeanData Over Traction Complete

Smarter Routing. Better Data. Faster Results.

B2B revenue teams need more than automation. They need **precision, agility, and visibility**. That's why revenue leaders consistently choose **LeanData** over Traction Complete.

LeanData delivers a unified, enterprise-grade platform that operationalizes your go-to-market strategy **at scale**.

What Sets LeanData Apart

1

Routing Built for GTM Complexity

LeanData supports advanced routing needs, critical for complex sales motions:

- Time-based routing with SLA tracking
- Multi-object routing (Leads, Contacts, Accounts, Opportunities, Cases, etc.)
- Round robin logic with fallback and retraction controls
- Audit logs with full routing visibility

Traction Complete lacks time-based processing, can't customize SLA workflows, and forces teams into rigid configurations.



A LeanData win/loss analysis found one company misrouted 40% of 600 monthly leads due to Traction Complete configuration errors.

2

Matching Accuracy You Can Trust

At the core of every great GTM motion is accurate matching. LeanData's fuzzy matching algorithm uses **six fields**: company, domain, email, name, phone, and location, as well as configurable tie-breakers. This delivers up to **95% matching accuracy** out-of-the-box.

Traction Complete **depends on Salesforce Duplicate Rules** and **only enhances two fields**: company name and domain. Admins must manage rules in multiple locations, increasing risk of misrouted or duplicate records.



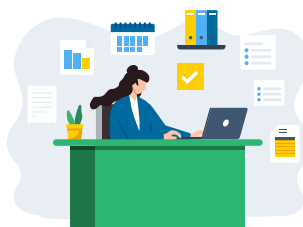
"Fix-it-yourself" matching is not a scalable solution.

3

Built-In Flexibility, Not Add-On Consulting

LeanData customers don't need to wait or pay for help to make changes. Admins can quickly adapt flows using **FlowBuilder**, manage complex logic across all standard and custom objects, and tap into **detailed audit logs** to troubleshoot.

In contrast, Traction Complete requires frequent support escalations and often sells consulting hours to fill product gaps. Its documentation is minimal, and most changes require outside help.



LeanData users benefit from extensive help docs, Quick Start templates, and a 97% CSAT score post-implementation.

4

Full Visibility. Faster Action.

LeanData provides **rich dashboards, SLA reporting, and routing insights** so teams can optimize in real time. Sales reps receive actionable alerts with links, not just notifications.

Traction Complete provides **History Logs** buried in individual records with minimal context. Customers don't have access to the insights they need to effectively pinpoint what happened when something goes wrong.



5

Deep Integrations That Accelerate Revenue

LeanData integrates with the tools modern GTM teams rely on: **Salesloft, Demandbase, Outreach, Groove, Clearbit, 6sense, Sendoso**, and more. This means you can:

- Trigger cadences directly from alerts
- Enrich records mid-flow
- Align sales engagement with lead intent signals

Traction Complete only integrates with **Slack, Outreach, and Microsoft Teams**, and only for standard objects, with no connection to sales engagement or signal vendors.



The Bottom Line

Traction Complete is a collection of disconnected tools with limited flexibility, requiring manual configuration and frequent support.

LeanData is a comprehensive, integrated platform purpose-built for the evolving needs of enterprise GTM teams. LeanData is:

- ✓ More accurate
- ✓ More flexible
- ✓ More scalable
- ✓ Faster to deliver value

Request a Demo

Ready to orchestrate your revenue engine with confidence? Lets Talk.