

OPTIMIZING GTM TEAM PERFORMANCE

Uncover Inefficiencies and Enhance Operational Excellence Through Data and Insights.

Go-to-market (GTM) teams face relentless pressure to generate leads, manage opportunities, and convert prospects into loyal customers. Ensuring accountability and efficiency is vital, but it becomes complex without the right data, signals and insights. Organizations struggle to monitor performance of people and processes, identify bottlenecks or failure points, and demonstrate the business impact of their workflows. CRM-native features often lack the visibility needed to quickly understand, troubleshoot, or optimize processes.

The LeanData platform provides audit logs and insights that empower Operations and IT teams to monitor performance, rapidly identify issues, and demonstrate process effectiveness and compliance.

PERFORMANCE MONITORING

Reveal the amount of time it takes for individuals, teams, or technologies to execute manual and automated tasks in your GTM processes, with clearer interpretation through AI-assisted insights. With automated tracking and detailed, reportable data about the efficiency of workflows, decisions are better informed for continuous improvement.

OPERATIONAL IMPROVEMENT

Uncover bottlenecks, recurring failure points, and unutilized steps in your business processes. Having both high-level workflow visibility and fine-grained auditing capabilities enables you to understand how your process is running and why, remove inefficiencies, and determine where resources are or are not needed.

TROUBLESHOOTING

Rapidly pinpoint the root cause of missing, undesired, or unexpected outcomes through logs, flow diagrams, and instant success and failure notifications. Testing, optimizing, and fixing automation requires the ability to quickly and thoroughly understand how every input is evaluated, each action taken, and the final outcomes.

DISCOVER HOW CUSTOMERS HAVE ACHIEVED THE FOLLOWING

Eliminated **2-3 weeks** from sales cycles

Improved GTM team efficiency by **10x**

ACCELERATED TRAINING

Accelerate the speed at which team members can understand and support automated processes, enhancing their skill sets across the board. This approach reduces the overhead associated with technology, and mitigates risk linked to attrition and organizational changes.

POLICY & REGULATORY COMPLIANCE

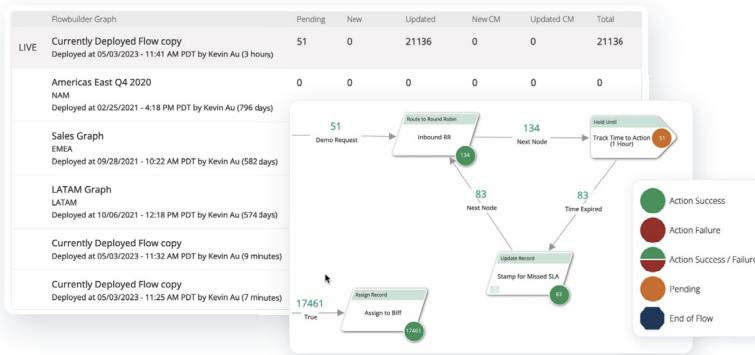
Provide a comprehensive trail of who did what and when, supported by AI-generated summaries to easily support the detailed logging and other compliance requirements of common policies and regulations.

ALIGNMENT, TRUST, & AGILITY

Demonstrate the effectiveness and reliability of automated processes, and enable rapid adjustments to business processes. Establishing trust with stakeholders through clear audit trails and consistent reporting enables teams to concentrate on driving business success.

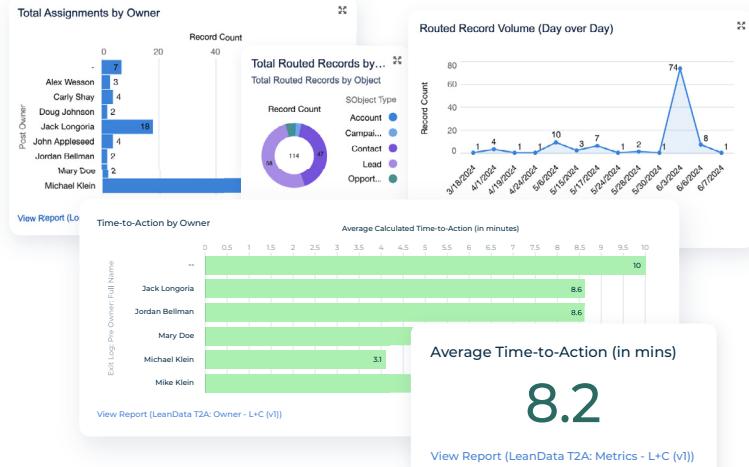
STEP-BY-STEP AUDIT LOGS

- Understand and demonstrate how specific automated processes evaluate and handle records.
- Identify failure points, bottlenecks, or gaps in automated processes.
- Facilitate rapid training for new administrators on managing and supporting process automation.
- Demonstrate compliance with policies and regulations, showcasing proper record handling practices.
- Easily inform stakeholders of how and why specific records were matched or handled by automation.



ROUTING INSIGHTS

- Clearly visualize how records are processed through a workflow.
- Easily measure the volume records processed at each stage of your automated workflow.
- Quickly locate parts of your overall process that are causing unintended outcomes.
- AI Graph Summary explains routing instantly, improving onboarding, troubleshooting, and alignment.



REPORTABLE OBJECTS

- Quickly build reports and dashboards for ongoing monitoring of GTM team performance.
- Report on the volume, speed, and status of records that move through automation.
- Accelerate issue resolution through admin alerts, linking to specific logs, reports, or dashboards.
- Automatically track SLA compliance, enabling better accountability across revenue teams.

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.