

# LEANDATA + NEKTAR

Powering intelligent GTM orchestration with Complete Buyer Context

## The Challenge

Each day, Marketing works hard to generate high quality leads while Sales engages buyers through countless emails and meetings – but most of that activity doesn't make it into Salesforce. Deals typically involve 8-10 people, but the CRM often only shows one or two contacts with limited information. When Contact Roles are incomplete or missing entirely, GTM teams are left blind as to who's actually influencing the deal, making coordinated engagement nearly impossible.

Most organizations struggle to convert opportunities in Salesforce that don't reflect the full buying committee. Without full buyer context and real-time activity data, pipeline stalls, and revenue slips through the cracks.

**92%**

of purchase decisions are made by 2 or more people

(Forrester)

**64%**

of software purchases involve 4+ people

(Gartner)

## The Solution

The LeanData + Nektar integration bridges critical gaps across buying committees to drive highly efficient GTM execution.

Nektar plugs into your sellers' email, meeting, and calendar tools, identifies people involved in a deal, and finds and syncs missing contact information to Salesforce. By capturing new deal influencers and enriching contact data, Nektar helps eliminate critical blind spots and unlocks full visibility into buyer engagement.

LeanData then transforms this data into structured signals and routing workflows, enabling timely action across every channel. With complete buyer context readily available, GTM teams can now get fully aligned and act with precision and speed. Marketing can scale targeted outreach to the entire buying committee, and Sales can multi-thread more effectively to accelerate and win the deal.

## How It Works

LeanData and Nektar bring together intent signals and real sales engagement data to orchestrate coordinated, high-impact revenue motions.



### CAPTURE

Nektar automatically gathers and links buyer activities from emails, calendars, meetings, and more, creating a complete record of engagement.

### ORCHESTRATE

LeanData uses this real-time data to intelligently automate lead routing, territory assignments, and engagement plays.

### ENGAGE

Reps gain a complete, actionable view of every account, enabling personalized outreach, timely follow-ups, and faster deal progression.

Trusted by 1,000+ World-Class Customers

Adobe

Canva

GONG

OpenAI

shopify

zoom

## Transform Your GTM Execution

Together, the LeanData + Nektar integration helps drive alignment and enhance your GTM team's efficiency, allowing you to:



### Provide Reps with Full Buyer Context

All buyer activities are displayed in the CRM, eliminating manual data entry and enabling reps to deliver meaningful interactions.



### Trigger Automated, Targeted Plays

Instantly route contacts to the right rep, ensuring follow-up actions are timely and no buyer signal is missed.



### Optimize GTM Strategy with Actionable Insights

Leverage comprehensive data to reveal engagement trends, identify areas for optimization, measure marketing influence.

# GET STARTED TODAY

Visit [LeanData.com](https://LeanData.com) to learn more about LeanData's go-to-market operations solutions for Matching, Routing, Scheduling and Buying Groups, or visit us on [AppExchange](https://AppExchange).

REQUEST A DEMO

## 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.