LeanData & SalesLoft Integration

Decrease time-to-first-touch by automatically engaging prospects

Challenge

Sales teams must manually engage prospects in a timely and error-free fashion. Yet due to the tedious nature of this work, teams often delay or forget to do so entirely, resulting in increased customer acquisition costs, a reduced likelihood of prospects converting, and a negative buyer experience.

Solution

LeanData's integration with Salesloft allows a user to route a prospect to the right rep with the appropriate context and then immediately queue the prospect for automated engagement. By enabling immediate outbound engagement, sales teams can strengthen prospect engagement, improve time-to-revenue, and increase prospect conversion rates.

Key Benefits

- Create operational efficiencies
- Frees up time for sales to focus on more value-added work
- Speed time-to-first touch
- Drive higher conversion rates
- Improve the buyer experience

How It Works

Flowbuilder, LeanData's visual routing tool, makes it easy to determine which prospects to include in a specific SalesLoft Cadence as well as from which rep a customer should receive the automated messaging from.

Add the SalesLoft node to your routing flow

Message: Let's act on this Lead ASAP <@New.Owner>!

Select Cadence to add prospects to

Lead Owner / User Field on Lead / Specific USer

Determine Cadence assignee

New Lead or Contact enters flow

Prospect follows routing logic

Prospect is assigned to rep

Prospect is auto-added to configured Cadence

SalesLoft

Prospect automatically receives outbound messaging

About SalesLoft

SalesLoft is the provider of the #1 Sales Engagement platform, helping organizations like NCR, MuleSoft, Square, Cisco Meraki, and Zoom, generate more revenue and deliver better experiences to their customers. Headquartered in Atlanta, SalesLoft is renowned for its award-winning culture. Today, the company employs more than 400 people across its offices in Atlanta, New York, Indianapolis, San Francisco, London, and Guadalajara, Mexico, and has received 2019 recognitions from Fortune's Best Workplaces, Comparably's Best Places to Work, and Inc. Magazine's Best Workplaces. For more information on SalesLoft and how to deliver a better sales experience, visit **salesloft.com**.

Why LeanData?

Built upon the best-in-class matching technology, LeanData is the most simple, accurate, and actionable engagement analytics tool in the market.

LeanData provides the market's first Revenue Operations platform for accelerating revenue and growth in B2B. Standing at the center of Salesforce CRM, LeanData's family of solutions orchestrate and automate the go-to-market process to help revenue teams close more deals and drive more revenue, faster. Visit **leandata.com** to learn more about LeanData's revenue operations solutions for Lead-to-Account Matching, Routing, Engagement and Marketing Attribution. Or visit us on AppExchange.