



Grid[®] Report for Lead-to-Account Matching and Routing Software

Winter 2021



Introduction

Lead-to-account matching and routing has become a mission-critical application in the tech stacks of the highest performing sales and marketing teams across all industries. As such, in September 2020, G2, the world's largest site for B2B software user reviews, recognized Lead-to-Account Matching and Routing as a new G2 software category, and published a G2 Grid® with LeanData as the category's only Leader.

Marketing and sales operations are increasingly more sophisticated and go-to-market (GTM) processes are complex, with organizations deploying account-based, inbound, outbound, up-sell/cross-sell and hybrid strategies. In today's competitive marketplace, it's a race to meaningfully engage with leads, and LeanData is the trusted partner in winning that race.

Lead-to-account (L2A) matching and routing software automatically matches new leads to the correct account record in a CRM and then routes those leads to Sales according to the organization's process mapping. Deploying L2A matching and routing:

- Saves time and valuable resources from manually matching and routing
- Facilitates clean, accurate and actionable data within the CRM
- Delivers a comprehensive picture of leads and engagement
- Enables complex workflows that can't be maintained in CRM and marketing automation solutions

About G2

G2 is the world's leading business software review platform. The Winter 2021 Grid® Report for Lead-to-Account Matching and Routing Software is designed to help businesses make the best lead-to-account matching and routing technology buying decision. To qualify for inclusion into G2's Lead-to-Account Matching and Routing category, a product must:

- Match new leads to the correct account record in a CRM
- Route leads to the correct salesperson responsible for overseeing the account
- Provide an audit trail for each lead that is matched and routed
- Integrate with CRM software

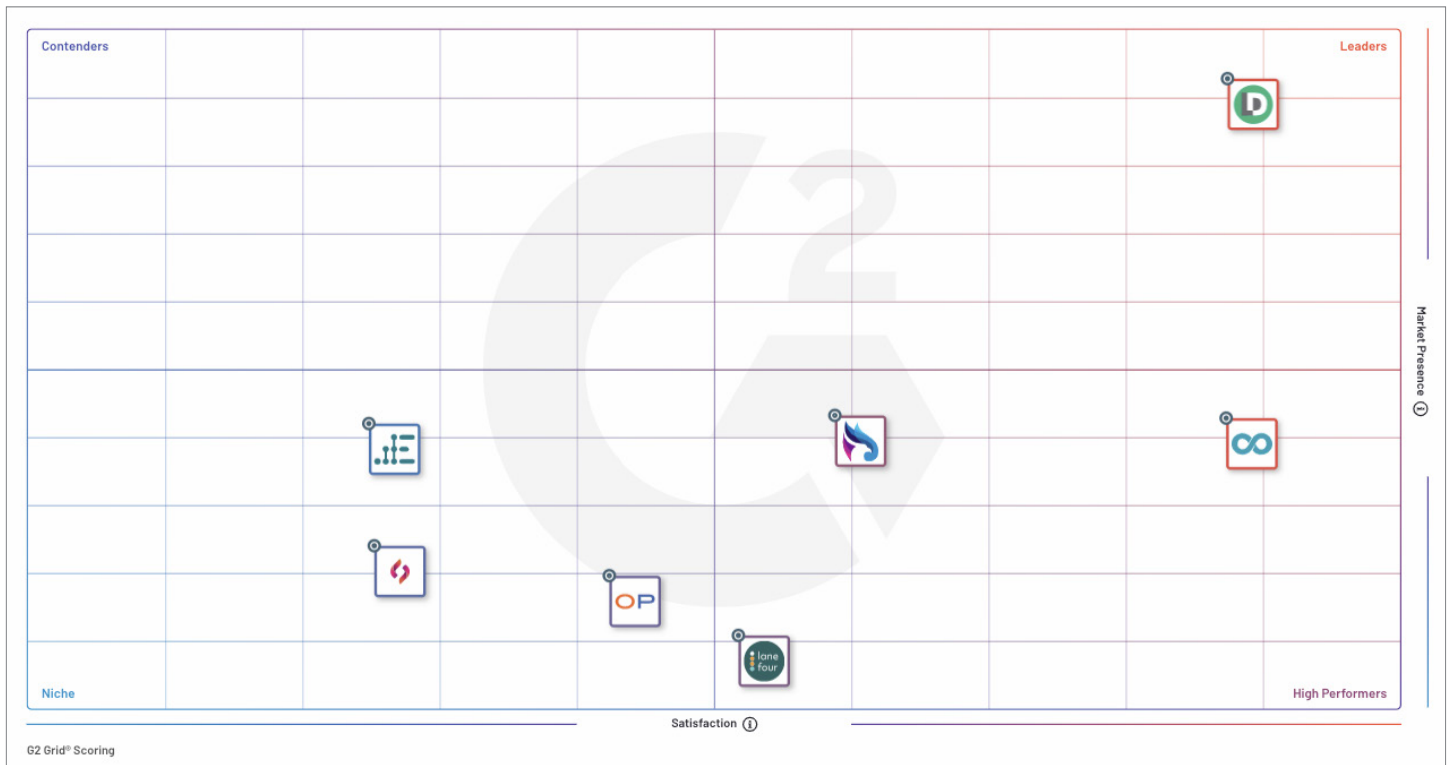


This product is truly a gem, its value continues to grow each day it's been enabled and it has truly made our Lean Sales and Marketing Ops teams to execute beyond our expectations."

Courtney Hatch, Marketing Data Analyst **Anonymous Enterprise Customer**



Grid® Report



The Grid® represents the democratic voice of real software users, rather than the subjective opinion of one analyst. G2 rates products from the Lead-to-Account Matching and Routing category algorithmically based on data sourced from product reviews shared by G2 users and data aggregated from online sources and social networks.

Technology buyers can use the Grid® to help them quickly select the best products for their businesses and to find peers with similar experiences. For sellers, media, investors, and analysts, the Grid® provides benchmarks for product comparison and market trend analysis.



“I absolutely love how LeanData improved my overall lead routing process. It is so much quicker, efficient, and less manual. It has greatly increased our conversion rates. It’s also a very intuitive and easy tool so we don’t have to spend a lot of time on it.”

Anonymous
Operations

Anonymous
Mid-Market Customer

Lead-to-Account Matching and Routing Grid® Scoring Description
 Products shown on the Grid® for Lead-to-Account Matching and Routing have received a minimum of 10 reviews/ratings in data gathered by November 24, 2020. Products are ranked by customer satisfaction (based on user reviews) and market presence (based on market share, seller size, and social impact) and placed into four categories on the Grid®:

- Products in the Leader quadrant are rated highly by G2 users and have substantial Market Presence scores. Leaders include: LeanData
- High Performing products have high customer Satisfaction scores and low Market Presence compared to the rest of the category. High Performers include: Groove, RingLead, and Lane Four 2.0: Account-Based Lead Routing for Salesforce
- Contender products have relatively low customer Satisfaction scores and high Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings.
- Niche products have relatively low Satisfaction scores and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Niche products include: Engagio ABM Platform, Openprise, and Leadspace.

Leaders

	# of Reviews	Satisfaction	Market Presence	G2 Score
LeanData	343	90	97	94

High Performers

	# of Reviews	Satisfaction	Market Presence	G2 Score
Groove	65	90	42	66
RingLead	55	59	42	51
Lane Four: Account-Based Lead Routing for Salesforce	15	52	6	29

Niche

	# of Reviews	Satisfaction	Market Presence	G2 Score
Engagio ABM Platform	17	23	41	32
Openprise	12	42	16	29
Leadspace	12	24	21	22



“We have seen a huge benefit using lead 2 account matching to speed up lead follow up, and place right in front of a BDR all the data that sits at the account level. Allows us to understand lead volumes coming into our system that belong to our customer base or known accounts, and segment accordingly. LeanData allows us to make really good decisions about HOW to handle a lead based on their relationship with us.”

Gavin Grisham
 Global Digital Sales Tools
 F5 Networks



LeanData gave us the level of **visibility, reliability, and configurability** that we sorely needed to run a funnel of 30k inbound leads a month.”

Manas Kulkarni
 Revenue Operations Manager
 CB Insights

LeanData Lead-to-Account Matching and Routing Product Profile

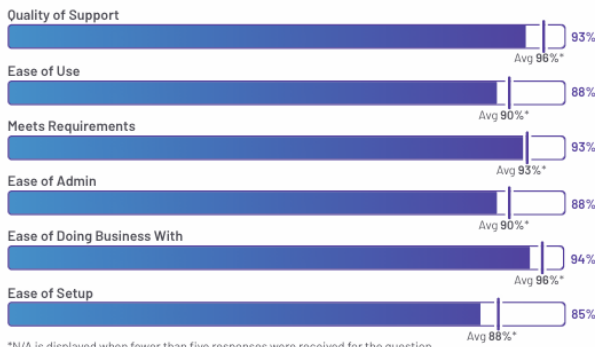


LeanData
 ★★★★★ 4.6 out of 5 (412 reviews)



LeanData has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. LeanData has the largest Market Presence and received the highest Satisfaction score among products in Lead-to-Account Matching and Routing. 99% of users rated it 4 or 5 stars, 94% of users believe it is headed in the right direction, and users said they would be likely to recommend LeanData at a rate of 92%. LeanData is also in the Marketing Resource Management, Salesforce Appexchange Apps, Attribution, Account Data Management, and Account-Based Analytics categories.

Satisfaction Ratings



*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented



Computer Software	152
Information Technology and Services	70
Internet	21
Marketing and Advertising	18
Computer & Network Security	14

Highest-Rated Features



*Category Average

Lowest-Rated Features



Ownership
LeanData, Inc.

HQ Location
Santa Clara, CA

Year Founded
2012

Employees*
185

Company Website
leandata.com

★★★★ 1/2

“LeanData definitely delivers. Has been a huge help with our very complex lead routing rules. The implementation process and ongoing support have been fantastic. They are very responsive and helpful. Have been using for over a year now and could not imagine managing our lead flow without it.”

Anonymous

Marketing Ops

Anonymous
Mid-Market Customer

★★★★ 1/2

“We have been able to get leads in the hands of our sales teams all over the world quickly and efficiently and with better data. If you have more than 3 sales people in your organization, you should absolutely be using LeanData.”

Siena Witte

Marketing Automation Manager

Zuora

Ready to take a look at LeanData for yourself?

GET STARTED

Why LeanData?

LeanData is the leader in Lead-to-Account Matching, Routing, and Marketing Attribution solutions. We stand at the center of your CRM, connecting data to the right people. By aligning Marketing and Sales with accurate matching, routing, and trustworthy engagement analytics, sales reps only get the leads, contacts, accounts, and opportunities they need to work on, so they can close more deals and drive more revenue, faster.