LeanData

Customers Speak Out on Lead-to-Account Matching & Routing

G2 Why is LeanData ranked #1 in its category? Real users placed us there!

G2 is the world's largest tech marketplace where businesses discover, review and manage the technology they need to reach their potential.

Since its founding in 2012, G2 has published over 1,000,000 reviews, and over 5 million visitors help millions of businesses make better buying decisions..

G2 scores software solutions and sellers based on reviews gathered from its user community, as well as data aggregated from online sources and social networks

LeanData Customer Reviews
★★★★☆ 4.6 out of 5

99%
rated LeanData 4 or 5 stars
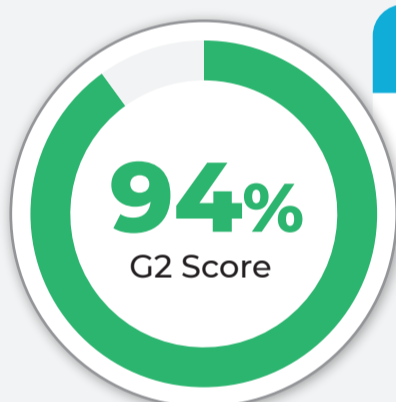
93%
stated LeanData is headed in the right direction

92%
said they would be likely to recommend LeanData

The G2 Grid® Report - Spring 2022

Contenders

Leaders

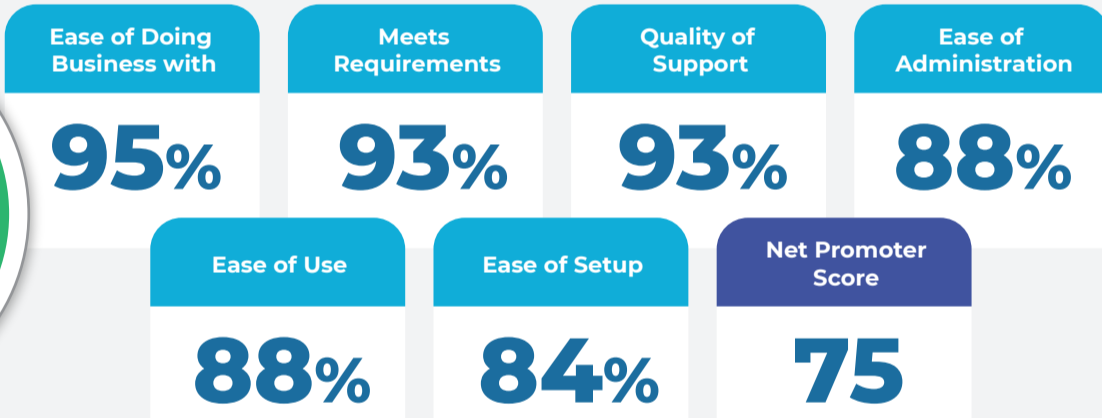Niche

G2 Grid® Scoring

Satisfaction ⓘ

Products shown on the G2 Grid® for Lead-to-Account Matching and Routing received a minimum of 10 reviews/ratings in data gathered by March 01, 2022. 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 one of four categories: 1) Leaders, 2) High Performers, 3) Contenders, and 4) Niche.

G2 Scoring Overall

94%
G2 Score

Satisfaction Ratings for Lead-to-Account Matching & Routing

Ease of Doing Business with	Meets Requirements	Quality of Support	Ease of Administration
95%	**93%**	**93%**	**88%**

Ease of Use	Ease of Setup	Net Promoter Score
88%	**84%**	**75**

What Our Customers Are Saying!

★★★★★
"This product is truly a gem, its value continues to grow each day..."
Courtney Hatch, Marketing Data Analyst
Enterprise Customer

★★★★★
"Critical tool for converting and assigning contact data for an account-based model."
Kris L, Director of Sales Development
Mid-Market Customer

★★★★★
"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

★★★★★
"The most comprehensive solution I've found. Takes significant advantage of its embeddedness in Salesforce to make routing extremely flexible."
Owen Millard, Revenue Operations
Coalition, Inc.

★★★★☆
"If you have more than 3 sales people in your organization, you should absolutely be using LeanData."
Siena Witte, Marketing Automation
Manager, Zuora

★★★★★
"Near Instant Realization of Value."
Travis L., Senior Manager, CRM Architecture
Mid-Market Customer

★★★★★
"Once you have LeanData you won't ever want to go back especially if you have any type of complex routing rules. Truly a game changer!"
Hillary L., Sales Operation Manager
AttackIQ

Leader SPRING 2022 | Best Relationship 2022 | Top 100 HIGHEST SATISFACTION PRODUCTS BEST SOFTWARE AWARDS 2021 | Top 100 Software Products BEST SOFTWARE AWARDS 2021 | Top 50 Products for Marketers BEST SOFTWARE AWARDS 2021 | Best Results SPRING 2022 | Best Usability SPRING 2022

Get Started Today:
Visit LeanData.com to learn more about LeanData's go-to-market operations solutions for Matching, Routing and Engagement, or visit us on AppExchange.

Request Demo

Source: Grid® Report for Lead-to-Account Matching and Routing | Spring 2022

Why LeanData?
LeanData is the leader in Lead-to-Account Matching, Routing and Sales & Marketing Engagement 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.

LeanData