

The Cost Of Poor Matching

What happens when you use just domain matching or sub-standard fuzzy matching?

The downstream impact of poor matching is more significant than we imagine. It slows down our sales cycle, we lose deals to competition, or worse to inaction, and finally, we fail to recognize the impact of marketing on pipeline and revenue.

1 in 4 Leads are incorrectly assigned*

1. You lose or delay deals because Account Executives (AEs) cannot automatically see all new leads that match with their account. Reps spend up to 4-5 minutes reassigning leads that were incorrectly routed.

57% Companies don't create ideal buying experience*

2. Prospects report a poor buying experience as they get calls from multiple SDRs, sometimes when they're in active opportunities with an AE. Without the right matching, outreach efforts are not aligned, creating a negative association with the brand.

14% Higher CTR** when emails are personalized^

3. Nurture campaigns are incorrectly personalized when leads are matched to the incorrect accounts and the wrong account-level data is appended onto these leads. Imagine sending a lead a prospecting email when she actually works for a company that's already a customer.

15% Less revenue attributed to Marketing with poor matching#

4. Marketing campaigns do not get due credit when leads don't match with accounts and as a result marketing touchpoints on leads are not related to revenue.

LeanData matched ~1 million leads with 99.9997% accuracy

"We have relied on LeanData to do matching, and we noted an incorrect match three times. Only Three. That's much better than we could have achieved manually."

DANITA FLECK
Manager of Marketing Operations at Gigamon

How Poor Matching Will Cost You

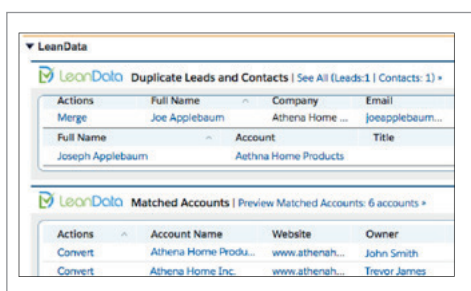
Imagine a new lead, Rob Smith, who fills out his company name as "HP" and email as "rob@gmail.com". If the HP account in Salesforce is set up as H.P. or Hewlett Packard, sub-standard matching solutions will not recognize this as a match. The result:

1. Two different reps work on differently spelled account names. That's a disaster waiting to happen.
2. If you auto-create new accounts for non-matches, you may add Rob to a Google account.
3. If you delay or lose Rob's lead, you may end up delaying or losing millions of dollars in potential deals.

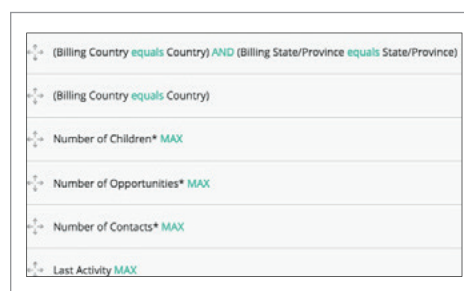
Why Leandata Matching Outperforms All Others

Our fuzzy matching is highly advanced. Unlike other matching solutions, we use a combination of multiple fields (more than just company name and email domain) to match leads with accounts. LeanData also uses several advanced algorithmic best practices to ensure our matching accuracy is unparalleled. We go beyond just L2A matching and also offer the capability to match leads with other leads, contacts, and opportunities. With LeanData you also get multiple custom tiebreakers that you can use to define your own matching rules.

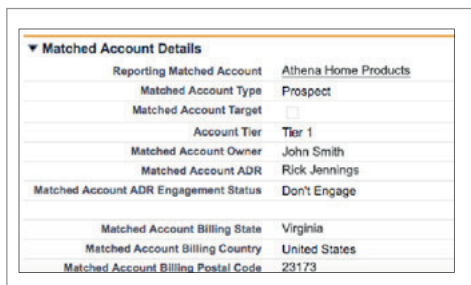
Matching Capabilities



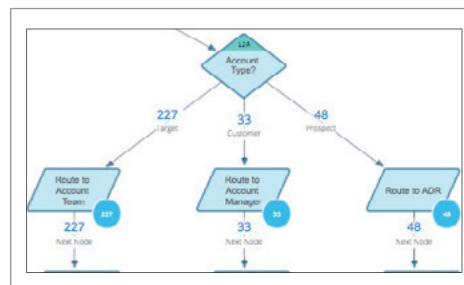
✓ Account level view shows all leads that match an account



✓ Multiple, completely custom tie-breakers can be used to resolve multi-match scenarios



✓ Matched account data is automatically written to your leads for better segmentation



✓ Leads are routed based on matched accounts, leads, contacts, or opportunities

Why LeanData?

Built upon the best-in-class matching technology, LeanData Engagement 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.