

# Speed to Lead as a Competitive Advantage

Optimize lead response time to deliver extraordinary customer experiences

When it comes to your go-to-market (GTM) motions, your lead response time - aka, "speed to lead" - is often the differentiator between winning or losing the customer.

## Consider the following:

**78%**

of customers buy from the company that responds to their inquiry first

(Lead Connect)

**391%**

increase in lead conversions when responding within one minute

(Velocify)

**21x**

more effective when calling within five minutes of prospect first contact as opposed to calling after 30 minutes

(LeadSimple)

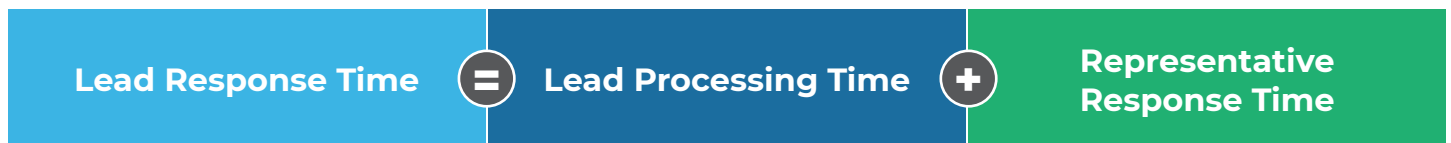
**80%**

decrease in your odds of qualifying the lead after five minutes has elapsed

(Vendasta)

## Breaking down speed to lead

Speed to lead is your lead response time, and it consists of two components:



LeanData solutions address both processing and response times, and serve as the command center that automates your revenue orchestration processes and plays, accelerates your CRM and alerts your reps to deliver the best speed to lead experience.

Proven Results with Over 800



## Fast Track Your Hottest Leads



Prioritize leads across systems, process and sales reps to connect faster.

- **Leave no lead behind and empower your team to accelerate revenue** by building holistic account overviews with lead-to-account matching and seamless integration of ZoomInfo data enrichment.
- **Deliver optimal response times and buying experiences** by routing high-priority leads first with LeanData's Real-Time Routing capabilities.
- **Optimize campaign effectiveness and customer journeys** by engaging leads on their terms and timelines, with structured prioritization dictated by business needs.

## Route and Qualify Leads in Real Time



Minimize time to first response by routing leads and contacts to the right reps at the right time, every time.

- **Drive the execution of in-market plays** with robust round robin routing of leads, contacts, accounts and opportunities, and control pools with Routing Insights.
- **Increase speed to lead, maximize conversion** and minimize manual data tasks by auto-converting leads into contacts, accounts and opportunities.
- **Ensure customers receive the best experience** by routing leads to the correct rep on territory-based factors like geography, product lines, language, size of company, industry segment and more.

## Automate Sales Follow Up



Eliminate costly, time-consuming manual tasks with process automation.

- **Accelerate lead response times** with instant, automatic notifications delivered through a Slack integration.
- **Decrease time to first touch** and maximize conversion by automatically queuing prospects for engagement with Outreach and Salesloft integrations.
- **Accelerate speed to lead and improve productivity** with service level agreement (SLA) automation & tracking.

**“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.”**

Sienna Witte, Marketing Operations Manager, Zuora

## Key Integration Partners



Request Demo

## Get Started Today:

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

## Why LeanData?

Today's growth leaders power their B2B selling with LeanData, the gold standard in modern revenue orchestration and an essential element of the modern RevTech stack. The LeanData Revenue Orchestration Platform, powered by No-Code Automation, simplifies and accelerates coordination of all the plays, people and processes needed to transform buying signals into buying decisions. LeanData is inspiring a global movement among its 800 customers and community of 5,000+ Ops Stars worldwide, empowering them with revenue operations excellence that translates into compelling buyer experiences and competitive advantage. Join the movement!