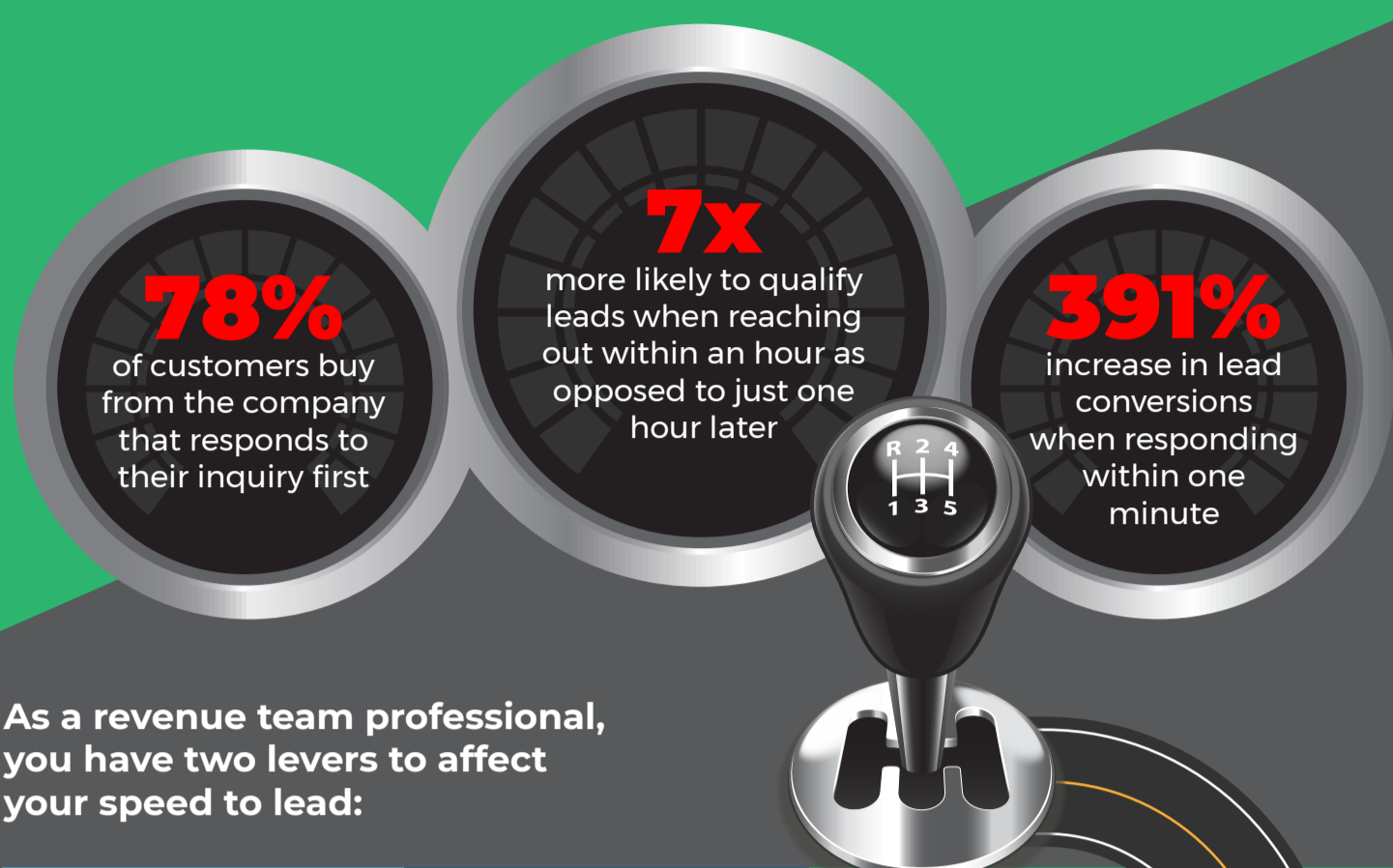# LeanData

Accelerate Speed to Lead with Essential Sales Stack Technologies

Optimize lead response time with automated solutions

Speed to lead - aka, your lead response time - is often the make-or-break differentiator between winning or losing a deal. Consider the following speed to lead statistics:

78% of customers buy from the company that responds to their inquiry first

7x more likely to qualify leads when reaching out within an hour as opposed to just one hour later

391% increase in lead conversions when responding within one minute

As a revenue team professional, you have two levers to affect your speed to lead:

| Lead Response Time | = | Lead Processing Time | + | Representative Response Time |

By automating tedious, error-prone, time-consuming and costly manual processes, you can shave critical days, hours and minutes from your lead response time.

Automated tech solutions empower your salespeople to move from research and data entry tasks to value-added selling activities! Below, check out the essential sales stack solutions for maximizing your speed to lead.

Customer Relationship Management (CRM)

The CRM lies at the heart of any efficient and effective sales stack. Without a CRM, you don't really have a sales stack.

$52.64 billion global CRM market in 2020, growing to $128.97 billion in 2028 (Fortune Business Insights)

65% of businesses adopt a CRM within their first five years (Capterra)

91% of companies with 10 or more employees use a CRM (Grand View Research)

$8.71 average ROI on every CRM dollar invested (Nucleus Research)

8 consecutive years Salesforce ranked #1 in CRM market share (International Data Corporation)

Data Enrichment

68.8% of salespeoples' time spent on non revenue-generating activities (Click Funnels)

$2.67 billion forecasted size of data enrichment solutions market by 2027 (Maximize Market Research)

8.3% forecasted compound annual growth rate (CAGR) from of market between 2020 & 2027 (Maximize Market Research)

Lead-to-Account Matching & Routing

24% of companies can't effectively match leads to accounts (2022 State of Lead Management)

67% companies say misrouting leads to the wrong rep is a problem (2022 State of Lead Management)

5-star ★★★★★ AppExchange rating for LeanData Matching & Routing (Salesforce AppExchange)

229 million records processed by LeanData customers in 2021

SALES

Sales Engagement Platforms (SEPs)

87% of sales development organizations had adopted SEPs by 2017 (Gartner)

$7.3 billion global market for SEPs by 2028 (Verified Market Research)

19.14% compound annual growth rate (CAGR) for the SEP market through 2028 (Verified Market Research)

MARKETING

Marketing Automation

$4.4 billion global marketing automation market in 2020 (Research and Markets)

$14.1 billion forecasted global marketing automation market in 2030 (Research and Markets)

12.3% CAGR in global marketing automation market between 2020 and 2030 (Research and Markets)

Request Demo

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**.

Why LeanData?

LeanData is the industry leader in lead-to-account matching and routing solutions. Standing at the center of your Salesforce CRM, LeanData connects data to the right people at the right time, every time. By aligning Marketing and Sales with accurate matching, routing and trustworthy engagement analytics, sales reps receive only the leads, contacts, accounts and opportunities they need to work on, so they can close more deals and drive more revenue, faster.

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