LeanData & Sales Intelligence Integrations

Utilize buyer signal management to surface priority records for action

Data fuels your revenue team. The better your data, the better your revenue team is set up for success. However, today's digital-first B2B buying journeys result in an explosion of buyer signals, each potentially loaded with situational and environmental information. This data leads to indications of whether a buyer should be engaged with the B2B seller to learn more or advance a buying decision.

The Challenge Behind an Explosion of Buyer Signals

Today, the challenge in many instances is that revenue teams are: 1) inundated with an enormous amount of buyer signal data, and 2) unable to prioritize buyer signal data that is disorganized and incomplete. The result is revenue teams often focus on leads and accounts with the least priority, wasting precious organizational resources.

Solving for an Explosion of Buying Journey Data through Signal Management

A key component of LeanData's modern Revenue Orchestration platform is signal management. LeanData surfaces buyer signals that are ready to be actioned upon, including person, account, opportunity, and intent data from third-party sales intelligence applications.

LeanData integrates seamlessly with best-in-class solutions like Clearbit, Cognism, UserGems and 6sense. These integrations fully empower your team with the complete record data necessary to orchestrate the most relevant engagements at any stage of the buyer's journey.

How LeanData's Integrations with Data Enrichment & Contact Tracking Work

FlowBuilder, LeanData's visual drag-and-drop interface for Routing, uses simple trigger nodes. Just drag-and-drop the appropriate node into your go-to-market graph, and when your pre-defined qualifications are met — for example, an account is qualified by 6sense, indicating intent to purchase — LeanData automatically routes the record to your next best action. This all happens instantly, ensuring your reps can readily engage prospects with the right activities and messaging!

Surface	Orchestrate	Convert

Sales intelligence solutions like Clearbit, Cognism, UserGems and 6sense update Salesforce records with real-time enrichment, contact tracking, and intent data.

As soon as the records enrich, signal employment changes, or show intent, LeanData instantly routes them with automated SLAs and contextual alerts.

Personalize timely engagements, facilitating the buying journey and delivering an improved customer experience.

Proven Results with Over 800 Customers

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Get Started Today:

Request Demo

Visit LeanData.com to learn more about LeanData's go-to-market operations solutions for Automated Scheduling, 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 people, processes and plays needed to transform buyer signals into buying decisions. LeanData is inspiring a global movement among its 800+ customers and community of 5,000+ OpsStars worldwide, empowering them with revenue operations excellence that translates into compelling buyer experiences and competitive advantage.