LeanData & Sendoso Integration

Orchestrate the right gift, at the right time, every time

The LeanData Revenue Orchestration platform simplifies and accelerates the coordination of the people, processes and plays needed to transform your buyer signals into buyer decisions. Once signals have been managed and surfaced for action, the platform automatically triggers the correct plays — engagement activities — to further the buying journey and enhance the customer experience.

With regards to engagement and executing plays, a key LeanData Revenue Orchestration platform integration is with Sendoso, the leading Sending platform, that enables users to connect with customers and drive revenue with personalized gifts, branded swag, eGifts, virtual experiences and more.

Challenges to Overcome

Gifting is a proven, human-to-human strategy that fosters relationships, builds loyalty and drives revenue.

However, manually executing gift-sending processes drains a revenue team's scarce resources. It takes an inordinate amount of time and effort, and nowhere is the phrase "time is money" more applicable than to revenue teams.

Using LeanData's Revenue Orchestration Integrations to Solve for Gifting

The LeanData Revenue Orchestration platform empowers your team to orchestrate personalized gifting plays for your most valued prospects, customers, and accounts. LeanData seamlessly integrates with Sendoso to instantly route records to the right rep and automatically send tailored gifts based on contextual record information such as campaign engagement, opportunity size, and ICP fit. This keeps your reps focused on selling, and results in increased productivity, heightened gift sending accuracy, and remarkable customer experiences.
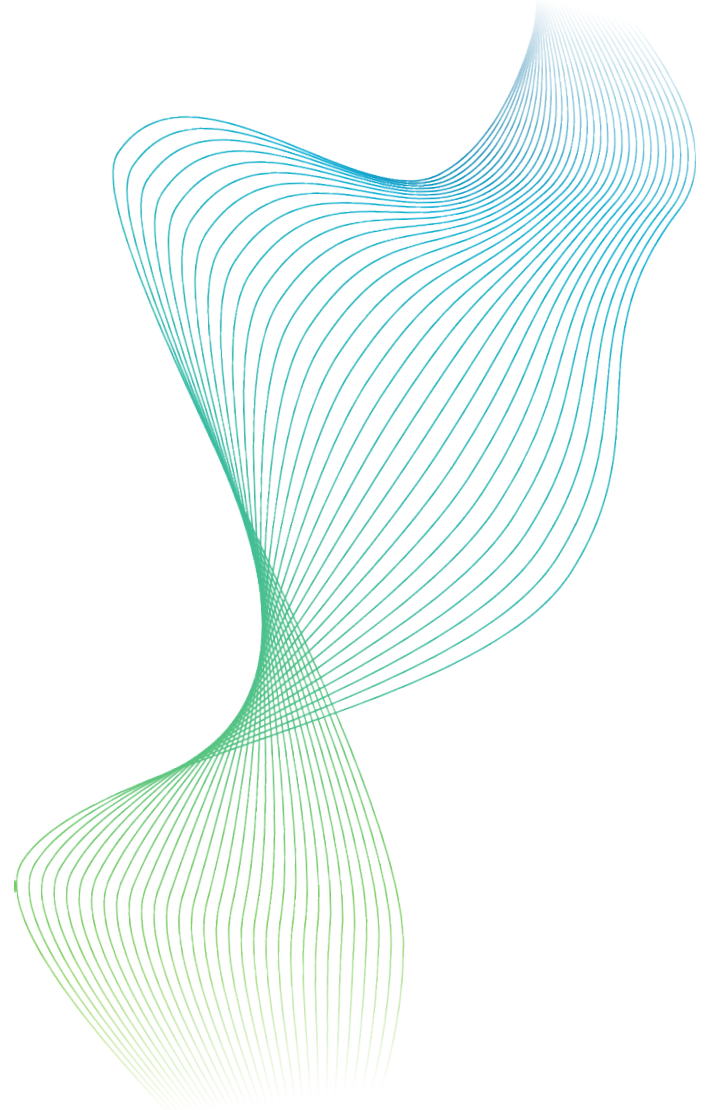
Personalize Campaign Follow-Ups

Automatically route campaign-engaged leads and contacts to the right rep, and trigger Sendoso to send the perfect gift.

Enhance ABM Strategy

Automatically match leads to accounts and identify key buyers within your strategic account list. Route them to the right rep and kick off an outbound gift campaign, sending unique gifts on behalf of your sales team.

Elevate Customer Onboarding

Develop brand loyalty and increase retention by sending unique gifts to every contact in a buying group as part of the customer onboarding experience.
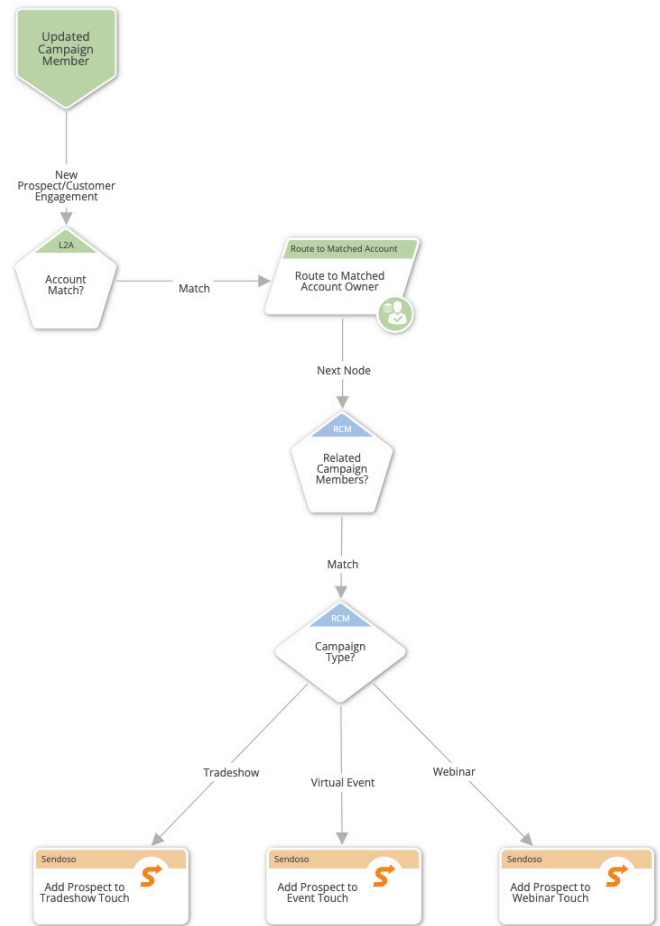
Proven Results with Over 800 Customers

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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.