Simple, Accurate, and Actionable Engagement Analytics

For an effective account-based strategy, it is critical that Marketing has holistic account data. Marketers often don't know how accounts are interacting with campaigns or the sales teams, making it difficult to improve marketing ROI. LeanData Engagement provides the most simple, accurate, and actionable engagement insights, crucial for coordinating an account-based strategy across Sales and Marketing.

Uncover all Engagements at the Account Level

With engagement insights in every account, LeanData Engagement enables marketers to drive alignment with Sales so that they can improve campaign conversion rates and drive more pipeline, improving ROI. Marketing teams can view the sales and marketing engagements with every lead and contact, and push for Sales to follow-up with the identified buyers who are actively engaged.

Benefits
- Reduce Analysis Time
- Drive Marketing & Sales Alignment
- Improve Campaign Conversion Rates

Features
- Account Engagement Visualization
- Campaign Engagement Visualization
- Sales Follow-up Lists
- Out-of-Box Engagement Reports



One Holistic View that Marketing & Sales Can Trust

- Built upon the best Lead-to-Account Matching solution in the market, view engagement data from all related leads and contacts within the account.
- Visualize Sales and Marketing engagements along the account journey, for any account.
- Understand how engaged or unengaged all accounts, leads, contacts, and campaign members are, without time consuming analysis.
- Use engagement reports to enable true account-based marketing that Sales and Marketing can act on.
- Provide Sales with a list of actively engaging leads from target accounts. Uncover which target accounts are engaged and which are not to make adjustments to marketing activities.
- Take advantage of the flexibility by customizing which engagements are tracked and use engagement data with 3rd party Business Intelligence tools.

Campaign Engagement

By using LeanData Engagement, marketing teams can see the amount of engagement that each campaign drives. Within each Campaign Object in Salesforce, the Campaign Engagement visualization enables marketers to view engagement activity and drive sales follow-up. Because engagement data is frequently updated, marketers can quickly judge the performance of their campaigns to decide if immediate adjustment is needed, and they can nudge Sales regarding program follow-up.
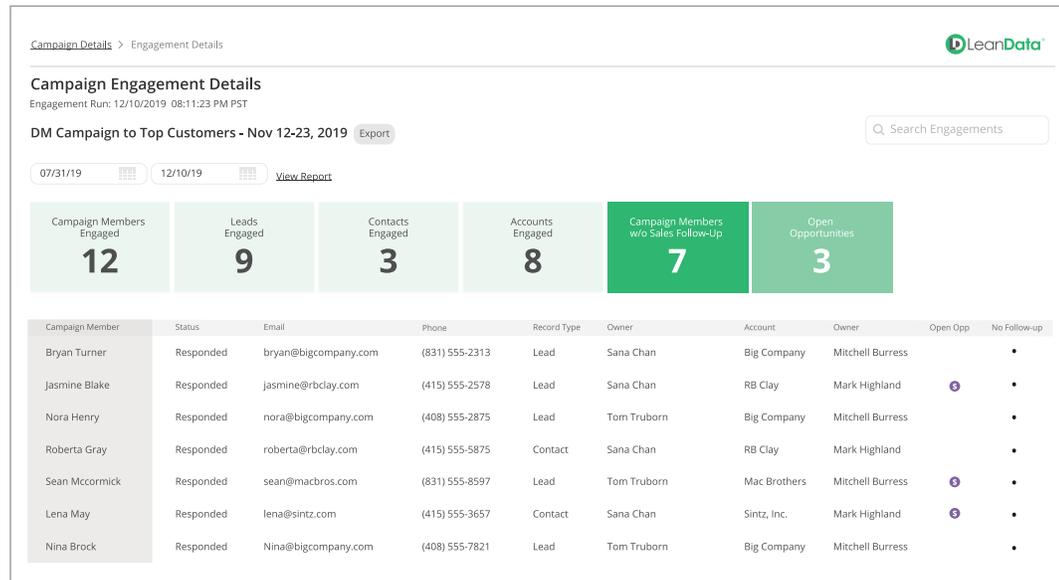
Improve Campaign Conversion Rates

- Eliminate the scenario where marketing program leads get no sales follow-up. Marketing can quickly identify campaign members that are engaged and have not received a sales follow-up, enabling them to provide Sales with actionable insights.
- Adjust campaign strategies for optimal engagement, using the out-of-the-box reports to determine which campaigns lead to high or low engagement levels.
- Optimize usage of each channel by deep diving into campaign engagements, understanding the distribution of relevant activities across campaign channels.

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.