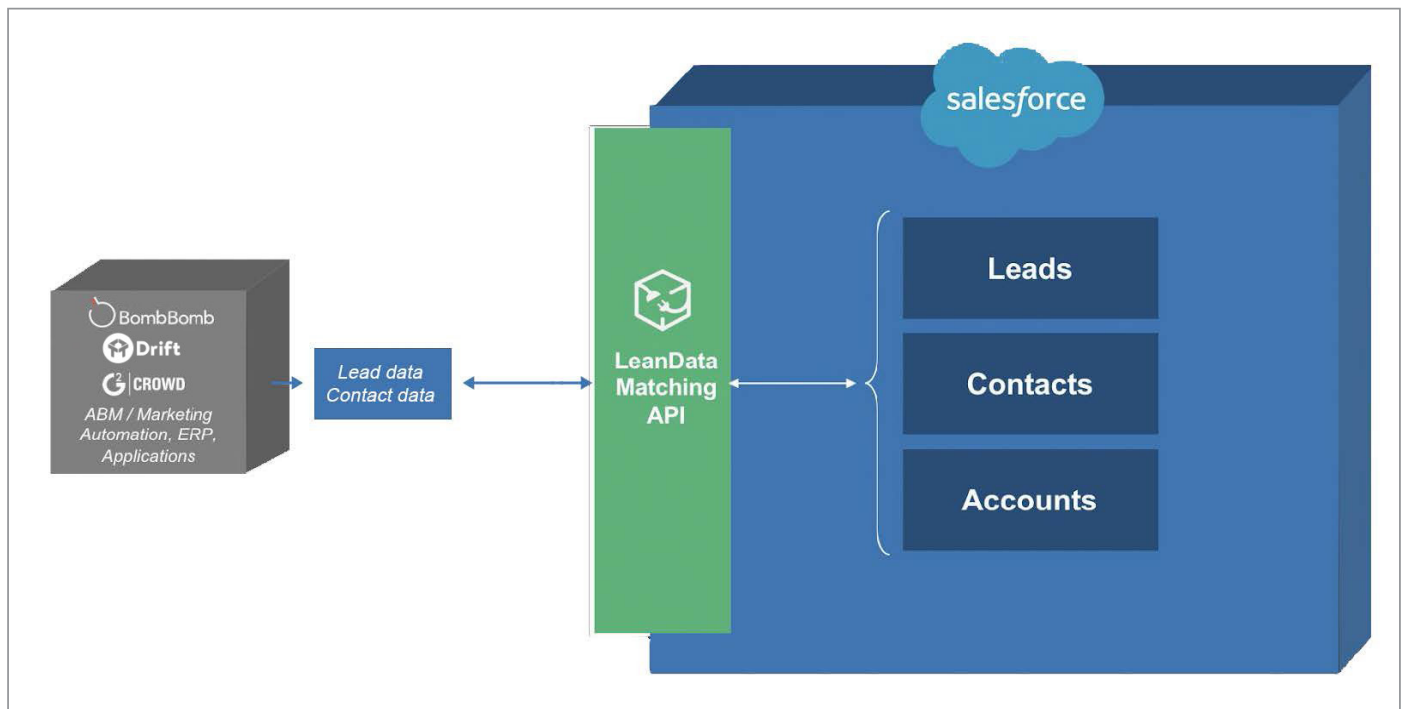


Build a Single, Connected Revenue Ops Ecosystem

With siloed software, the value of your sales and marketing data remains underutilized. This results in slower response times, customer miscommunication and lost sales. The integration of LeanData with the rest of your Go To Market (GTM) tech stack allows you to create a single Revenue Ops ecosystem.

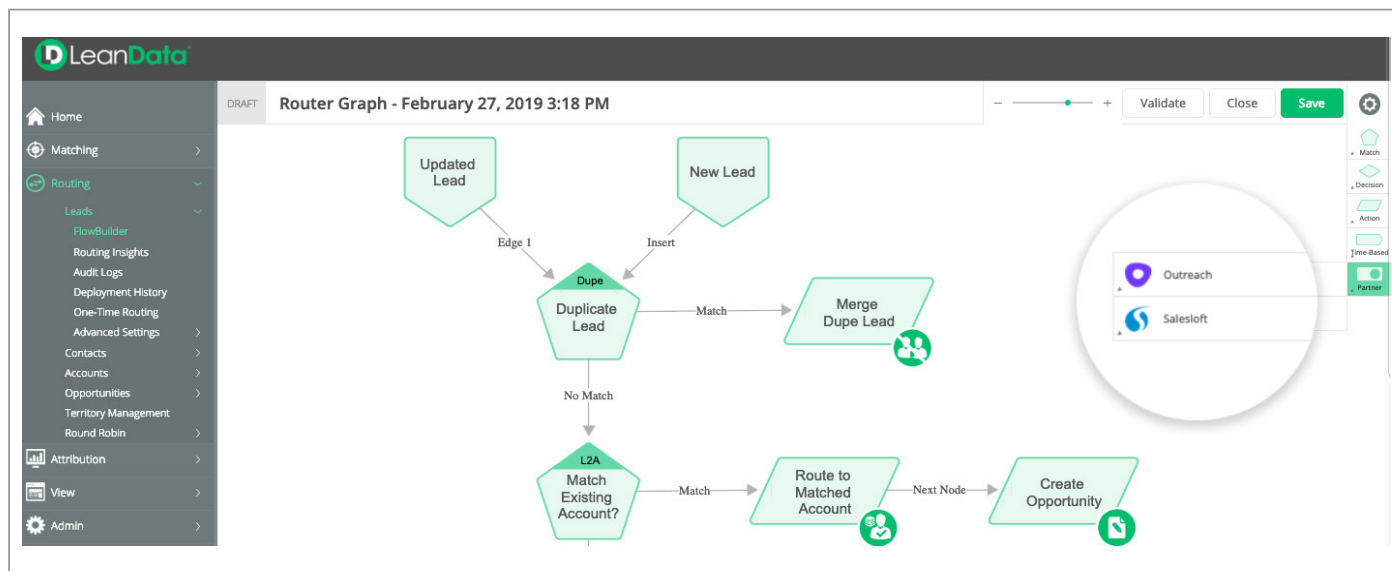
Matching API - Make Your Lead-Gen Systems CRM Aware

- **Maintain a Clean Database:** Update CRM with the latest prospect information and avoid duplicates.
- **Target with Contextual Content:** Leverage CRM database to surface relevant content at the right time to the right audience.
- **Pre-Fill Marketing Forms:** Create short online forms (e.g. for white paper downloads) to encourage activity and leverage LeanData Matching to fill in the rest.



FlowBuilder Integrations - Trigger Sales Engagement Workflows Based on Conditions

- **Integrate your Favorite Tools:** Connect your most valued solutions to LeanData to seamlessly control the flow of leads and contacts from one system to another.
- **Automate Actions with Custom Logic:** Send an automated email, kick off a sequence or send a notification utilizing your FlowBuilder graph and custom logic.



Routing API - Route Custom Objects Round Robin to Salesforce Users

- **Route all Objects:** Expand LeanData's Round Robin functionality to all Salesforce objects, including standard and custom objects from Salesforce and other managed packages.
- **Leverage LeanData Round Robin Functionality:** Leverage existing pools, weighted distribution, working hours, and holidays with the Routing API
- **Trigger External Actions:** Once the custom object is routed to the right individual, inform other systems with the new owner and trigger additional actions.

Benefits

- **Automate actions with Flowbuilder Integrations**
- **Display relevant content and keep your database clean with Matching API**
- **Automatically route any Salesforce object to your team**

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.