

# CLOSE THE LOOP

with Comprehensive Lead Management Systems and Services

Since 1981, Fortune 1000 companies have relied on SmartLead's customized lead management systems and account managers to smoothly and seamlessly:

Convert more leads into sales | Decrease cost-of-sale | Shrink sales cycles | Boost revenue | Cut lead generation costs | Obtain real-time visibility into the status of leads | Completely close the lead communications loop

Our customized systems and services have helped some clients:

Reduce lead follow-up time by 50% | Increase lead reporting by more than 90% | Increase sales by 100%

“Companies growing faster than their competitors are twice as likely to provide closed-loop lead tracking of lead performance back to Marketing.”

B-to-B Lead Generation:  
Marketing ROI and  
Performance Evaluation  
Study by Marketing Profs,  
June 2008.



## SMARTLEAD IS UNIQUE

**Customization** — You'll never see the one-size-fits-all solutions that other companies try to sell. From small businesses to companies with vast, complex sales channels, SmartLead solutions are always customized to meet exact needs and goals.

**Outstanding Service** — Enjoy working with a long-term dedicated account manager who will advise you on best practices rather than abandon you with an automated system that leaves you on your own.

**Lead Data Analysis** — Use our Web-based SmartLead Analytics system to assess the effectiveness of your lead management and lead generation programs.

**In-House Marketing Services** — From email marketing, a print center and Web hosting to direct mail, a contact center and a fulfillment and warehouse center that's ISO 9001:2008 certified, you'll have access to comprehensive support.

# COMPREHENSIVE AND COMPLETE

SmartLead is your single source for Lead Management, Sales Force Automation and Analytics Systems

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## Don't Just Get Leads. Get Great Leads.

Use our lead management systems to capture, qualify, rank, nurture, track, convert and distribute only the most qualified leads to your sales and dealer channels. Your sales force will be more engaged because they can concentrate on the most productive leads. Revenues jump and marketing ROI increases when waste is removed from the pipeline.

## Reporting and Visibility

With SmartLead systems, you'll clearly see every step in a lead's lifecycle. And because you can track each sales person's follow-up and closure rates, analyze lead qualification effectiveness and calculate ROI for each lead generation marketing vehicle, you'll be better informed to maximize what's working and alter what isn't.

## Qualify and Rank

Again, only the best leads — based on qualifying questions developed in partnership with you — are distributed to your sales force. You'll put an end to the wasted time and money formerly spent on chasing "not hot" leads.

## Nurture

Perhaps the most important component of your lead management program, nurturing cuts costs and shrinks sales cycles. Use our customized, automated nurturing program to create and manage any combination of tools — email, direct mail, literature fulfillment, phone contact — to move prospects closer to buying.

## Capture

Leads are captured from Web pages, the contact center, trade shows, magazine ads and a variety of other sources.

## Distribute

No matter how complex your sales channels, we distribute leads to your sales teams, dealers and distributors.

## Track

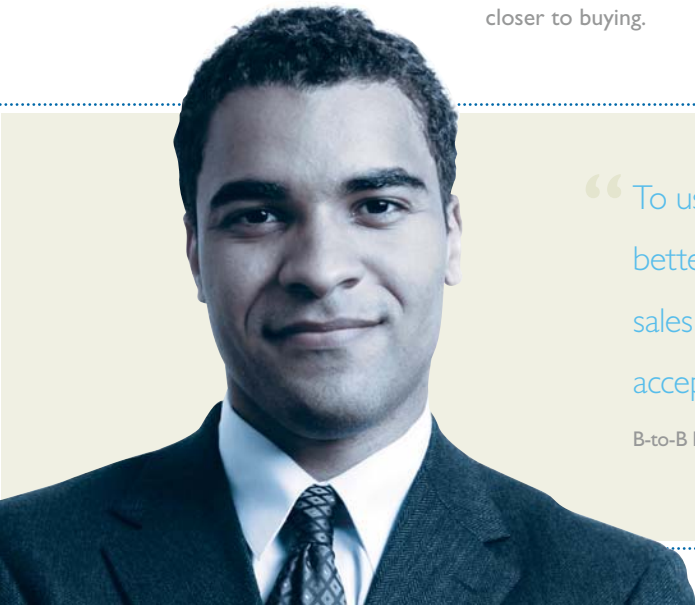
Every step of a lead's lifecycle is recorded, tracked and measured by the lead management system, totally closing the communications loop and providing managers with complete visibility into the status of each lead.

## Sales Adoption and Compliance

Our professional staff will train your sales force on using the system. Plus, our sales compliance program encourages sales people to report on the actions taken for each lead. This program helped one of our clients increase compliance by 122% and increase sales conversions 48%.

## Analyze with SmartLead Analytics

The Web-based SmartLead Analytics system enables you to measure and compare the success of your lead management programs and provides insights into the most effective lead generation and lead management programs. You'll know which programs produced the best leads at the lowest cost, be able to track trends and even predict future trends. It all adds up to insight that helps you make smarter decisions.



“ To use better metrics that reflect lead quality, you must have better tracking — in particular, the closed-loop feedback from the sales organization that captures the lead outcomes, such as sales acceptance, funnel progression and conversion to closed sale. ”

B-to-B Lead Generation: Marketing ROI and Performance Evaluation Study by Marketing Profs, June 2008



“Research has shown that 80% of lead generation expenditures are wasted because the leads are lost, ignored or thrown away by sales people. To avoid this wasted effort, marketers need to nurture leads through the qualification cycle so that when a lead is turned over to sales, it is truly sales-ready.”

Frank Vaculin, CEO of Spoke Software, for MultiChannelMerchant.com

## THE PERSONAL TOUCH

### Consultative, Attentive Account Management

All SmartLead clients have a dedicated account manager to handle every detail of their lead management program and services. Your account manager will:

- Make recommendations based on lead management best practices
- Measure the effectiveness of your sales and marketing programs
- Analyze your customer acquisition strategies
- Manage lead program details, including printing and direct mail, email marketing, fulfillment, warehouse, sales support and contact center programs
- Free up your time for more pressing business matters

## IN-HOUSE SERVICES TO MEET YOUR NEEDS

Maybe you need full-service lead management. Or maybe you simply need warehousing and fulfillment. Whatever your needs are, SmartLead has you covered. No other company comes close to matching all of SmartLead's array of in-house services.

### Contact Center

Our contact center responds to your prospects' in-bound inquiries as if they were employees of your company. Outbound calling programs are custom designed to nurture leads and speed up sales cycles.

### Sales Support

Through effective and efficient training on the lead management and sales force automation systems, you'll be assured that your sales team will comply with lead tracking and report sales actions taken.

### Fulfillment/Warehouse

Use our fulfillment center and our ISO 9001:2008 certified warehouse to centralize your collateral storage and delivery. Our printing and direct mail services are integrated with our fulfillment/warehouse center to cost-effectively streamline and speed fulfillment responsiveness.

We guarantee your bulk literature will be shipped within two business days.

- Online ordering makes it easy to order bulk literature
- Midwest warehouse location shortens shipping times and reduces costs
- Inventory management monitors usage and re-order points

### Direct Mail – High Volume or One-Offs

From auto-generated personalized direct mail to complete printing and direct mail services, you're covered. We handle it all from data and list management using CASS and NCOA certification through delivery to the post office.

### Printing, Including Variable Digital Print

Quickly respond to print programs tied to your leads using our in-house digital and offset print services, including print-on-demand with a variable digital print system that allows your sales people to place orders online. You name it — we print it, finish it and deliver it to the intended destination.

### Email Marketing Services

Enjoy turnkey email marketing services to leads, distributors and sales people executed by your account manager. All email lists are managed to comply with CAN-SPAM regulations.

# A PARTNER YOU CAN TRUST

For nearly three decades, SmartLead has been the partner of choice for both b-to-b and b-to-c Fortune 1000 companies with international reach. These clients include manufacturers, medical equipment and high-tech companies that have complex sales or distribution channels. They've put their trust in SmartLead to help grow their businesses, and you can, too.



## About SmartLead and The AdTrack Corporation

Since 1981, companies have relied on SmartLead's customized lead management systems and best practices to smoothly and seamlessly manage leads from the moment the leads are generated, through qualification, ranking, nurturing and distribution to sales people or channel partners.

SmartLead is the only full-service lead management company with:

- Dedicated account managers to advise clients on best practices and implement their programs
- Web-based lead management and sales force automation systems
- Insightful analytics system
- In-house marketing services: contact center, direct mail, email, printing, Web hosting and fulfillment/warehouse

“Leads with higher conversion rates use Sales resources more efficiently. Higher conversion rates and higher value per sale both contribute to achieving sales goals.”

B-to-B Lead Generation: Marketing ROI and Performance Evaluation Study by Marketing Profs, June 2008.



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