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AdTrack Re-brands as SmartLead, New Website Launched

Cedar Rapids, Iowa, February 20, 2009 — Today the [AdTrack](#) Corporation, a full-service lead management company, launched a new website and new logo that re-brands the company's flagship solution as SmartLead® to better describe the company's comprehensive approach to lead management.

"SmartLead is not only one of our products — our [SmartLead](#) lead management system — but it's also a process. SmartLead is the process of helping our clients identify and create the strongest leads through lead capturing, lead qualification, lead scoring, ranking and lead nurturing. Then, we distribute the best leads to our clients' sales or dealer channels," said Chris Edwards, AdTrack vice president of sales and marketing.

"In a recession, it's important that sales teams spend their valuable time pursuing only the most qualified leads. Distributing better leads not only efficiently uses their time, but it greatly boosts marketing ROI because smarter leads are more likely to convert into sales. Smart leads equal smart sales," added Edwards.

"[Sales lead management](#) is a science that is hard for some marketers and sales executives to wrap their arms around. Often, managing leads, providing sales and channel partners with qualified leads and tracking lead ROI is a lot like herding cats. SmartLead simplifies and streamlines lead management but also provides complete lead visibility and reporting and analytics tools," Edwards said.

The re-branded website features a blog, e-newsletter sign-up and information about the company's new sales force automation system, SmartLeadPLUS. The site also contains lead management recommendations, white papers, case studies and a lead management library.

About AdTrack

Since 1981, Fortune 500 companies with complex sales or dealer distribution systems have relied on [SmartLead](#) (AdTrack) to simplify the Herculean task of managing thousands of leads from multiple sources. SmartLead smoothly and seamlessly manages leads from the moment the leads are generated, through qualification, ranking, nurturing and distribution to sales people or channel partners. Clients include Toro, Motorola, Bobcat and Kodak.

AdTrack is the only company to offer comprehensive lead management services, including the SmartLead lead management system, lead nurturing, lead scoring, SmartLeadPLUS – an integrated sales force automation system, and contact center, fulfillment/warehouse, print services and data analysis.

▶ A Pioneer in Lead Management ▶ Unequaled Expertise ▶ Comprehensive In-House Services

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