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SmartLead Integrates Sales Force Automation into its Lead Management System

Summary: To efficiently manage leads and sales opportunities companies want both a lead management system and a sales force automation system. Until now, that required investing in two different systems from two different companies, which costs more and requires IT time to tie the systems together. Today SmartLead by AdTrack became the first and only company to offer a full-service lead management system with integrated sales force automation. The system completely track leads and closes the communications loop between marketing and sales.

Cedar Rapids, Iowa (March 4, 2009) – Today SmartLead® by The AdTrack Corporation, a full-service lead management company, announced that a sales force automation system (SFA) has been integrated into the company's web-based comprehensive lead management system, [SmartLead](#). AdTrack is the first and only company to offer both a lead management system and an integrated sales force automation system.

"Until now, companies had to choose between investing in a lead management system or an SFA system. Now, they don't have to choose. For far less money than buying two systems, they can have [SmartLeadPLUS](#), a lead management system that includes SFA," said Dan Rogers, CEO, AdTrack.

"In addition to lower costs, we eliminate frustration for marketers. There's no need to involve a company's IT department to try and configure two disparate systems to communicate with each other. We deliver an end-to-end solution," added Rogers.

With SmartLeadPLUS, companies can seamlessly track leads and obtain a full view of what's happening with all of their leads as they travel through the sales funnel, from the time the lead is captured until the lead is sold. SmartLeadPLUS completely closes the communications loop between marketing and sales when it comes to lead tracking.

"In tough economic times it's important to quickly convert as many leads as possible into customers. Using the integrated SmartLeadPLUS system, coupled with our time-tested best practices lead management processes, removes waste from the sales pipeline. This allows sales teams to efficiently use their time and concentrate on the most productive leads. This shrinks sales cycles to gain revenue faster and maximize ROI," said Rogers.

To learn more about SmartLeadPLUS visit the SmartLead website at <http://www.smartleadplus.com/>.

About SmartLead and AdTrack

Since 1981, Fortune 500 companies with complex sales or dealer distribution systems have relied on AdTrack's SmartLead to simplify the Herculean task of managing thousands of leads from multiple sources. AdTrack's SmartLead process and SmartLeadPLUS web-based lead management and sales force automation system smoothly and seamlessly manage 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 SmartLeadPLUS lead management system with integrated sales force automation, a contact center, fulfillment/warehouse, print services and data analysis.

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