

**FOR IMMEDIATE RELEASE**

**Contacts:**

Judy Baldwin, Director of Marketing Communications  
319-739-1728, [jbaldwin@adtrack.com](mailto:jbaldwin@adtrack.com)

<http://www.adtrack.com/>



**AdTrack Launches Sales Lead Management Blog**

*Cedar Rapids, Iowa (October 16, 2008)* – Today the AdTrack Corporation, a full-service lead management company, launched a blog to provide sales lead management advice to companies with complex sales, distribution or dealer channels.

The blog, entitled “The Other Side of the Desk,” offers sales lead management tips, strategies and tactics from the perspective of both sales executives and marketing executives.

“Sales and marketing departments often struggle with lead management from their own unique viewpoints,” said Chris Edwards, AdTrack vice president of sales and marketing. “We think it’s important for executives on either side of the desk to understand lead management from all angles.”

“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 generation ROI is a lot like herding cats. The blog is intended to demystify lead management and provide real world solutions and guidance,” Edwards said.

In addition to the blog the AdTrack website contains additional lead management recommendations and tools in the form of white papers, case studies, a lost lead audit measurement tool and a lead management library. Direct links to each of these Web pages are:

White Papers: <http://www.adtrack.com/resources/whitepapers.html>

Lost Lead Audit Tool: <http://www.adtrack.com/lostleadaudit/>

Case Studies: <http://www.adtrack.com/casestudies/index.html>

Lead Management Library: <http://www.adtrack.com/resources/index.html>

**About AdTrack**

Founded in 1981, The AdTrack Corporation is a full-service lead management services company. Fortune 500 companies with complex sales or dealer distribution systems rely on AdTrack to simplify the Herculean task of managing thousands of leads from multiple sources. Tailored services include a web-based lead management system, consultative account management, fulfillment and warehousing, bulk literature distribution, a contact center and marketing and sales support.

AdTrack Corporation • 6060 Huntington Ct. NE • Cedar Rapids, IA 52402  
• (800) 735-3237 • [www.adtrack.com](http://www.adtrack.com)

###