

How to Scale Demand Gen and Increase Resource Efficiency.



1

AUTOMATE
offline programs



2

LISTEN
to lead behavior



3

SEGMENT
by behavior vs. persona



4

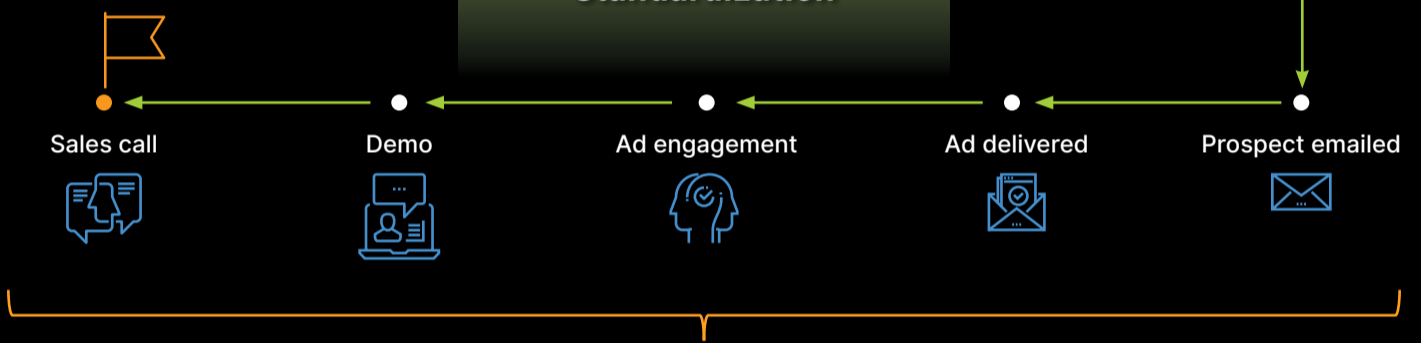
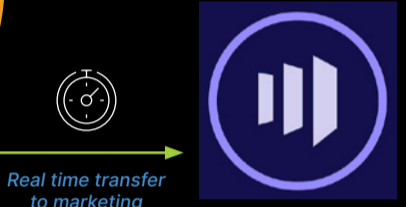
COMMUNICATE
in real-time

Lead Acceleration



Offline Content:

- Field Events
- Trade Shows
- 3rd Party Event Promos
- Content Syndication
- Social Media
- Memberships



TOTAL TIME = 12 DAYS

host ANALYTICS results.

<p>18% ↑ Increase Email open rate</p>	<p>42% ↑ Increase Pipeline value</p>	<p>50% ↓ Decrease Length of sales cycle</p>
<p>25% ↑ Increase Click engagement</p>	<p>25% ↑ Increase Same quarter lead to deal conversion</p>	<p>10 Hrs. 📅 Saved Monthly Replacing manual processes</p>



AMANDA DEPAUL
VP GROWTH MARKETING,
HOST ANALYTICS

"My mission was to automate all offline programs. Between events, content syndication, paid social media, webinars, and review sites, manual processing of list information was a significant drain on resources.

With Integrate, I can run all my programs through a single platform, eliminating lists and manual tasks to manage data quality. There is no waiting for batch lead delivery, and I have happy team members. The results speak for themselves."