

## Market the Way Top B2B Sales Teams Sell – One Individual at a Time

A complete B2B marketing automation application built upon the Neolane conversational platform, Neolane Leads™ addresses the full breadth of B2B marketing needs spanning demand generation, customer communications, and lead management. Whether prospecting, addressing existing customers, or nurturing a lead, Neolane Leads engages with the individual behind the professional. Neolane Leads markets the way top B2B sales teams sell, winning over one individual at a time.

### Neolane Leads

Marketers are challenged to demonstrate their contribution to the top line. Sales teams don't want more leads – they want more qualified leads. In addition to "green field" demand generation, marketing teams are often given customer communications objectives. With the case for lead nurturing no longer needing to be made, they must also deploy programs to accelerate leads along the marketing pipeline.

B2B marketers must thus execute more direct communications, more personalized, more often, across more channels. They must achieve that while monitoring and tuning the effectiveness of those tactics. Those challenges seem daunting; unless marketers turn to a platform architected from the ground up to radically simplify the automation of one-to-one direct communications.

Neolane Leads elegantly tackles these B2B challenges using the proven technology trusted by marketers worldwide to power one-to-one conversations with individual consumers.

### Single Marketing View of Organizations and Individuals

The process begins with the creation of a central marketing datamart or data warehouse, a single system of record for customer and prospect information, out of which all campaigns are driven. With Neolane's built-in list loading tool, creating your marketing datamart or data warehouse is a snap.

### Centralized Planning

Out of the box, Neolane Leads facilitates outbound marketing program planning, budgeting, segmentation and list selection. The companion Neolane MRM application may also be activated to support closed-loop enterprise marketing resource management.

### Treat Demand Generation, Customer Communications, and Lead Nurturing as One

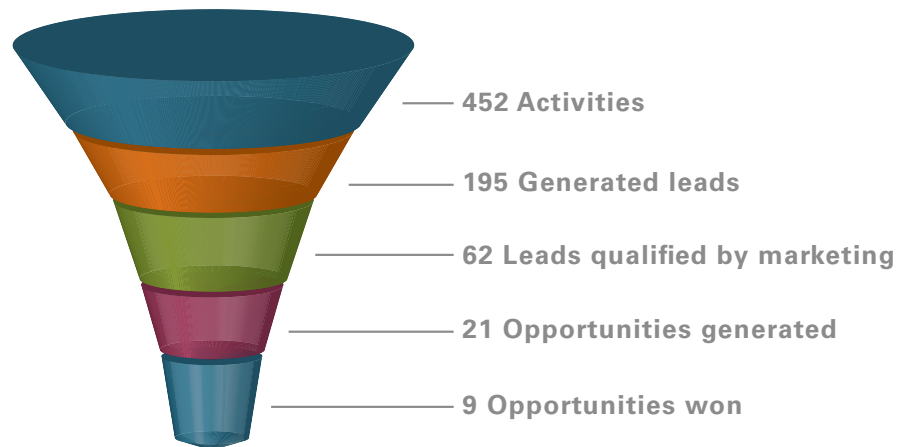
Neolane lets you fuse all outbound tactics into a single strategy spanning prospects and customers.

At the heart of the Neolane platform lies an intuitive drag-and-drop interface that lets marketers design automated direct response programs coordinating multiple, sequenced messages across multiple channels (email, telemarketing, mobile, direct mail). Examples of such programs amongst hundreds possible include:

- A demand generation program triggers a personalized email every time an in-target profile in a given industry appears on file.
- An up-sell workflow schedules automatic printing and mailing of a personalized training program to the education manager in new client accounts.
- A nurturing program sends direct mail pieces to the known senior colleagues of influencers who have recently expressed interest in a solution.

*"We estimate that half of our new customers are recruited thanks to the 360-degree view we have of prospects and customers, and to the automation of our acquisition, qualification, and customer loyalty programs."*

**Fabrice Canton,**  
E-Marketing Manager at  
Hager Group



**Lead conversion over the last 90 days**

Neolane offers virtually no limit to the breadth and depth of scheduled, triggered, or automated one-to-one programs marketers may deploy to address their various demand generation, loyalty, and maturation needs. Flexible landing pages and surveys continuously gather responses, enriching individual and account-level information, and helping fine tune further solicitations.

## Comprehensive Lead Management

Neolane Leads offers best-of-breed lead management functionality to manage your marketing pipeline and connect it to your sales force automation systems.

The easy-to-use import wizard lets you rapidly load prospect lists from multiple sources. New contacts are cleansed, deduped and matched to known individuals.

A powerful scoring engine continuously assigns a score to all leads. Popular lead scoring methodologies such as BANT are supported, but you may also tailor your own score calculation leveraging parameters such as Web behavior, demographics, or attendance at events.

Neolane Leads provides connectors to popular sales force automation systems including Microsoft Dynamics, Oracle CRM

On Demand and Salesforce.com. Only leads that surpass a certain score are passed to sales. Sales teams may accept, reject, or pass leads back to marketing for further nurturing.

## Measurement and Accountability

A complete dashboard interface lets you visualize the shape and volume of your marketing pipeline. You may track and match sales and sales pipeline metrics back to specific marketing programs in order to measure the true financial impact of marketing. Standard reports include cost-per-lead, cost-per-opportunity and revenue-per-program.

## Conclusion

With its focus on nurturing the personal relationships with the individuals that make and influence purchasing decisions, Neolane Leads brings the power of one-to-one conversational marketing to B2B marketers.

In a single application, Neolane Leads lets you feed, visualize, and monitor your marketing pipeline, plan and execute demand generation, implement customer communications programs, and nurture leads – all while demonstrating accountability to your sales teams.

## Key Features

- *Out-of-the-box datamart, data warehouse*
- *Lead cleansing, deduping, and matching*
- *Lead scoring via BANT method or user-defined score*
- *Self-service segmentation*
- *Automated cross-channel demand generation, customer communications, and nurturing*
- *Two-way connectors to Microsoft Dynamics, Oracle CRM On Demand and Salesforce.com*
- *Marketing pipeline analytics*

## Key Benefits

- *Automate B2B marketing*
- *Align marketing & sales*
- *Boost sales efficiency*
- *Accelerate sales cycles*

## Key Companion Products

The **Neolane MRM™** application augments Neolane Leads with comprehensive enterprise marketing resource management. Neolane MRM supports collective planning around a single plan with real-time reconciliation of forecasted and actual budgets.

The **Neolane Interaction™** application lets you bring together all your B2B marketing offers (white papers, case studies, video testimonials, etc.) in a central catalog. During inbound logged visits to your Web site, or during a call to your call center, Neolane Interaction suggests the optimal offer in real-time. Bringing inbound enquiries into your mix translates into so many new opportunities to create demand or progress leads.

The **Neolane Distributed Marketing™** option supports geographically distributed marketing organizations and those with delegated or outsourced marketing processes (resellers, distributors, etc.)

## About Neolane

Neolane provides the only conversational marketing technology that enables organizations to easily design and sustain lifetime one-to-one dialogues to increase revenue and gain in marketing efficiency. With its native best-in-class email and inbound-outbound channel fusion capabilities, marketers achieve results in record time. Neolane is used by more than 250 of the world's leading companies including Sony Music, Alcatel-Lucent, Orange, Sears Canada, and Sephora.

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