



ACCELERATE YOUR REVENUE

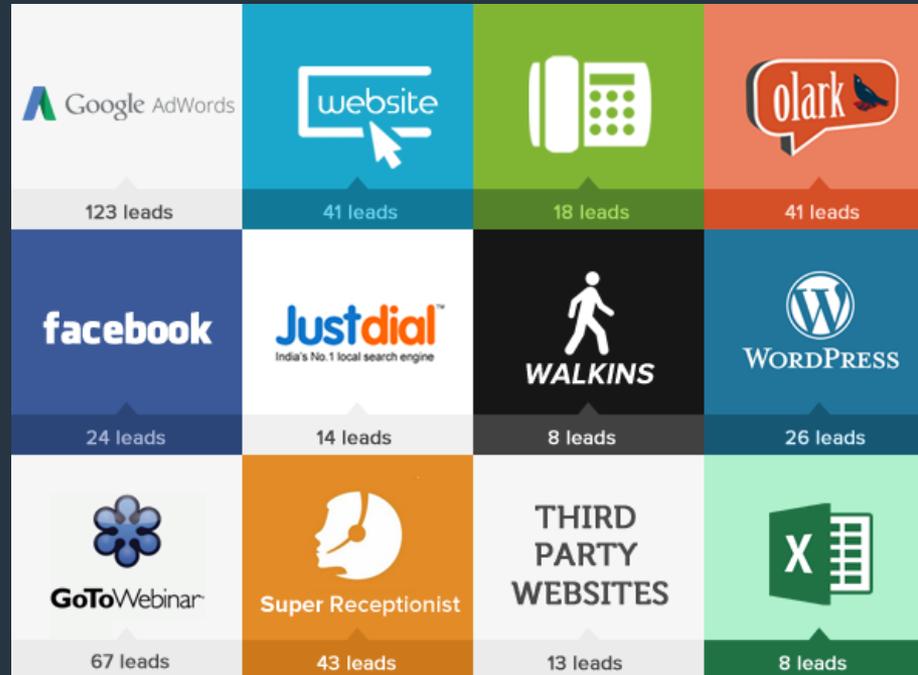
with LeadSquared

Used and loved by 4000+ users worldwide

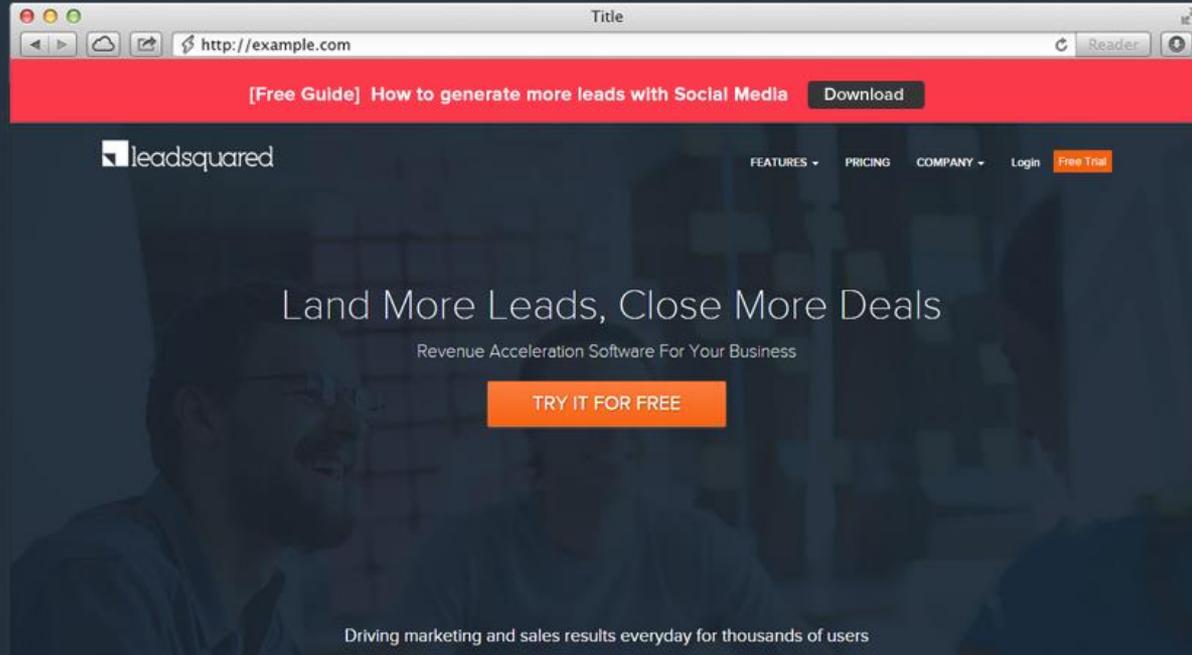


Capture leads seamlessly from every source

And identify the sources that work best for you

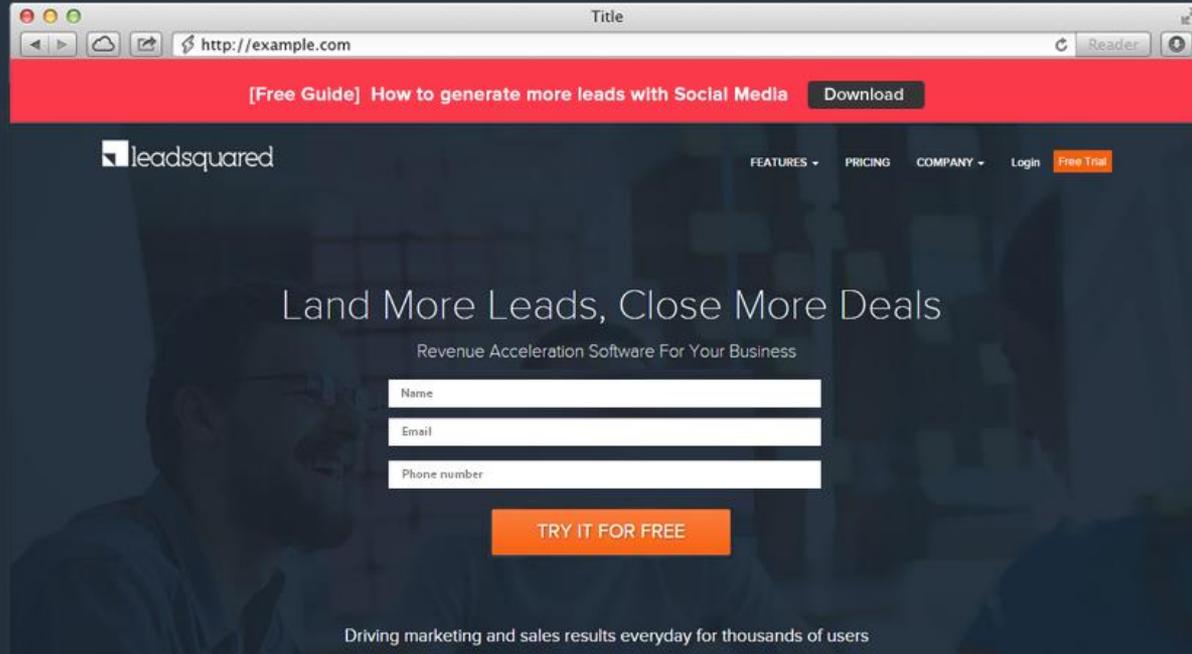


Increase your web leads with website widgets



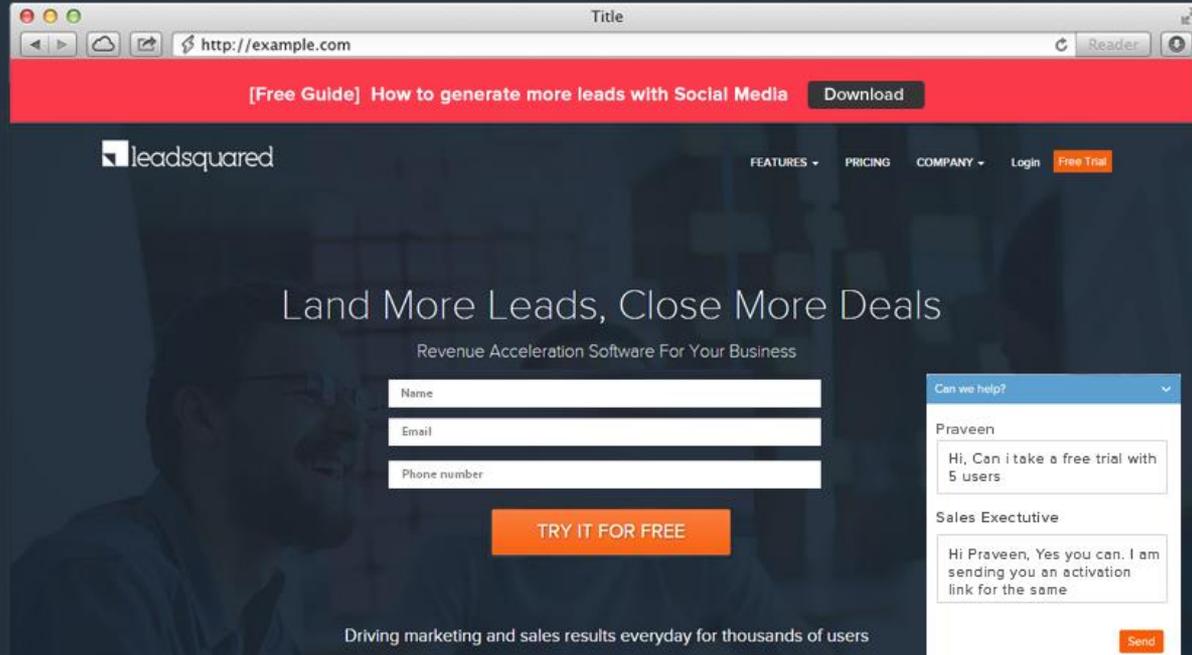
Create Topbars in minutes without any IT Support

Embed forms on your website



Use LeadSquared form builder to create your customized forms quickly

Automatically capture chat inquiries as leads

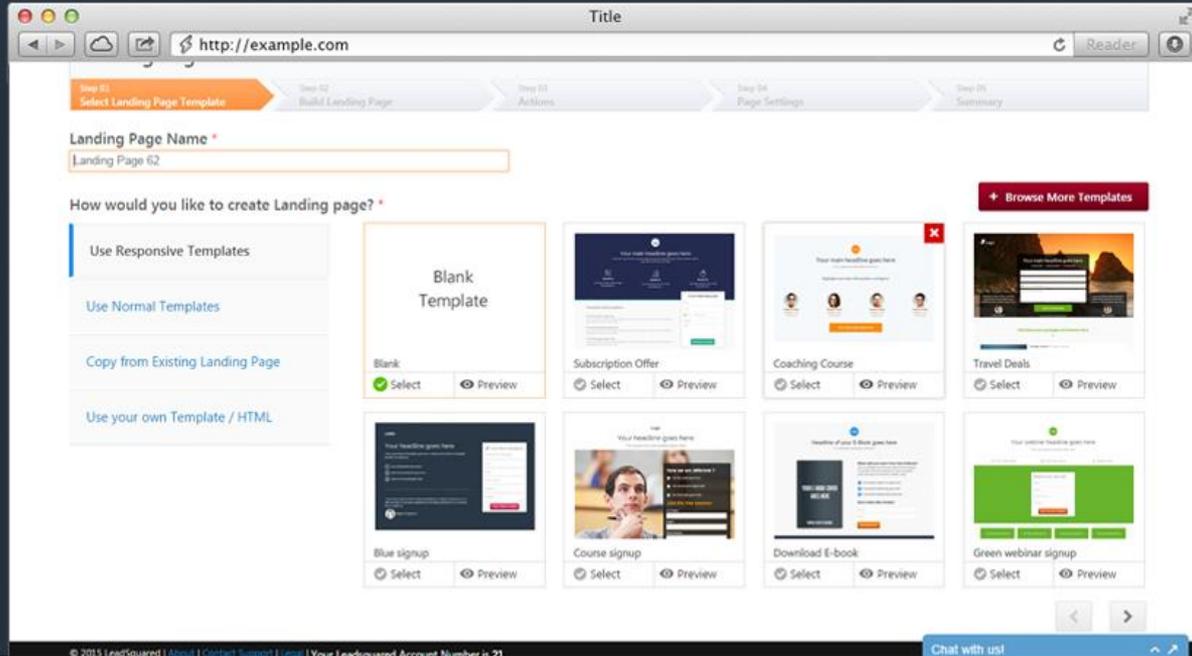


The screenshot shows a web browser window displaying the LeadSquared website. The browser's address bar shows "http://example.com". A red banner at the top of the page contains the text "[Free Guide] How to generate more leads with Social Media" and a "Download" button. The website header includes the "leadsquared" logo and navigation links for "FEATURES", "PRICING", "COMPANY", "Login", and a "Free Trial" button. The main content area features the headline "Land More Leads, Close More Deals" and the sub-headline "Revenue Acceleration Software For Your Business". Below this is a form with three input fields: "Name", "Email", and "Phone number", followed by a prominent orange "TRY IT FOR FREE" button. At the bottom of the page, it says "Driving marketing and sales results everyday for thousands of users". On the right side of the page, a chat window is open, titled "Can we help?". The chat history shows a user named "Praveen" asking "Hi, Can i take a free trial with 5 users" and a "Sales Exectutive" (sic) replying "Hi Praveen, Yes you can. I am sending you an activation link for the same". A "Send" button is visible at the bottom of the chat window.



Integrate Olark and Zopim chat with LeadSquared and capture inquiries as leads

Reduce your cost per lead with responsive landing pages



Edit the content and publish pages instantly on Google Adwords, Facebook, LinkedIn or elsewhere

Capture phone inquiries as leads



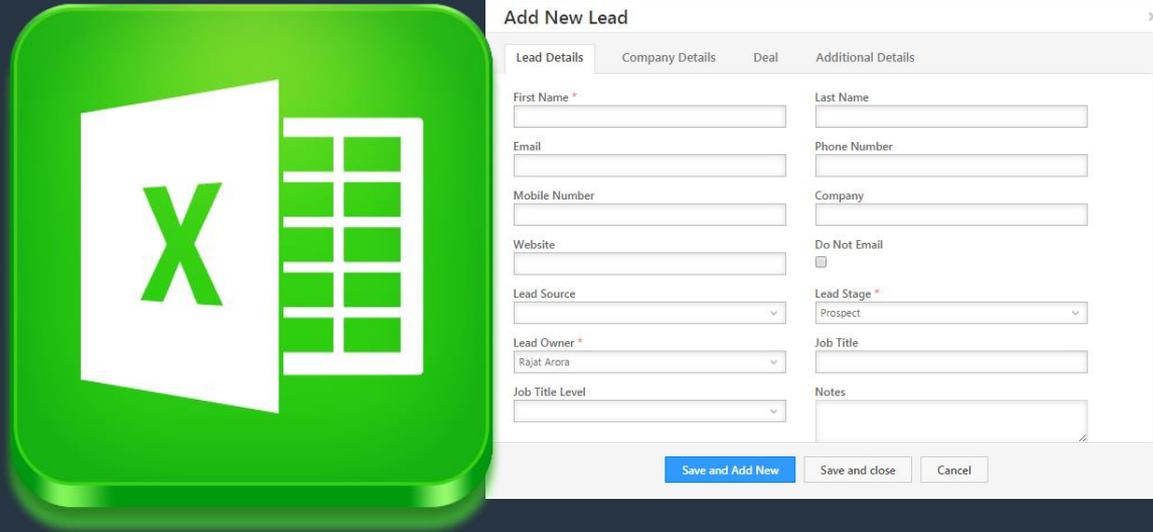
New lead captured!

Name	Rohit Garg
Source	Inbound Phone call
Lead Score	+45
Email	rohitgarg85@gmail.com

[View social profile](#)

Integrate LeadSquared with cloud telephony/IVR number/virtual number

You can also import leads manually



Manually import the leads or use Excel directly

Capture leads from third party websites like



Install connectors to import leads directly to LeadSquared

Reduce the response time with



Automatic Lead Distribution

Automatically assign leads across various centers or teams based on demographics, course, batch or any other rules you set

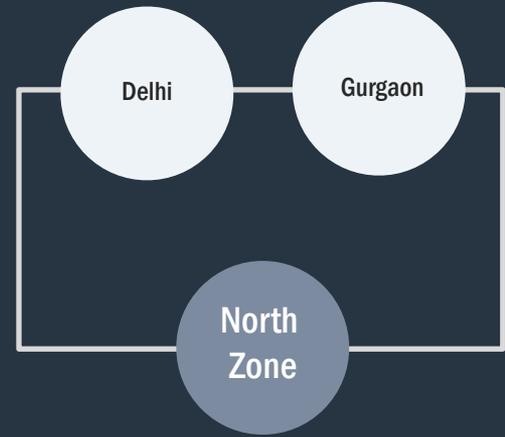
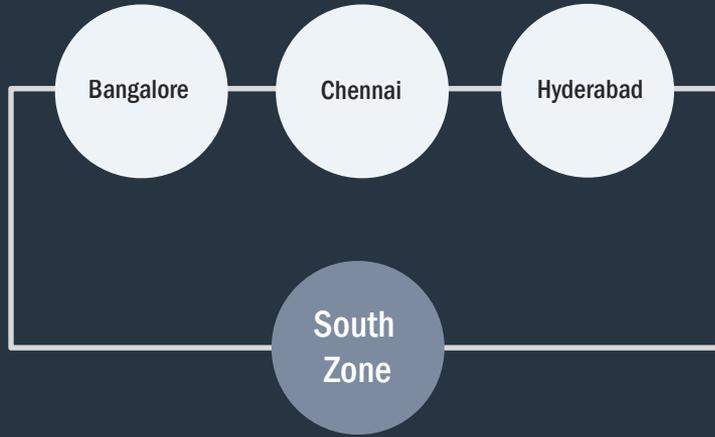


Automatic Notifications

Send automatic response to new inquiries and also send notifications to sales

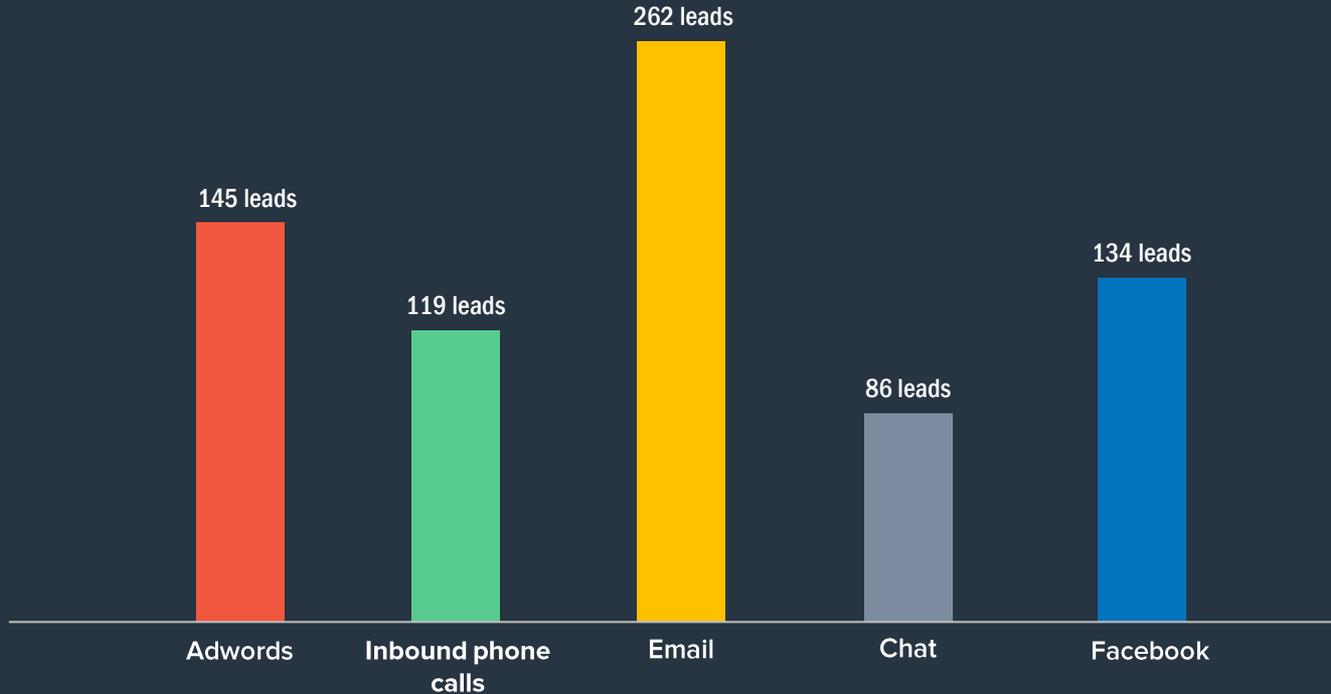
Send relevant and quick responses as soon as an inquiry comes in

Automate lead distribution



Send relevant response to right people at the right time

Know the sources driving leads for you



Manage all your leads in one place

HARINDER Lead Score : +45	Lead Source : WEBSITE	Location : Noida , UP
ARVIND MEHTA Lead Score : +35	Lead Source : Google ADWORDS	Location : New Delhi
MEENU JOSHI Lead Score : +12	Lead Source : facebook	Location : Lucknow, UP
MAANAS K Lead Score : +89	Lead Source : shiksha.com	Location : Hyderabad, AP
SHIBANI ROY Lead Score : +34	Lead Source : Inbound call	Location : Koklata, WB
RIZWAN ALI Lead Score : +22	Lead Source : Google ADWORDS	Location : Salford, UK
LANA D Lead Score : +156	Lead Source : facebook	Location : Mumbai, India

Identify the leads more likely to convert with lead scoring

HARINDER Lead Score : +45	Lead Source : WEBSITE	Location : Noida , UP
ARVIND MEHTA Lead Score : +35	Lead Source : Google ADWORDS	Location : New Delhi
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 LANA D Lead Score : +156	Lead Source : facebook	Location : Mumbai, India

Track their behavior and activities with LeadSquared

Maanas K
Location: Hyderabad, AP
Lead Score: **45**
Phone number: 899878876
Email: manasreddy@gmail.com

Lead Stage: Warm

Tue, 10 am	Spent 10 minutes on your website	+5
Tue, 10:10 am	Viewed landing page “features” and spent 5 minutes	+10
Wed, 2 pm	Called on landline and inquired	+8
Wed, 3 pm	Email “Thank you for calling, your demo is set” sent	+2
Wed, 3 pm	SMS sent to remind about the demo	+2

Organize and segment leads using score, behavior and activity

TOTAL LEADS: 287

INQUIRIES

88 leads

COLD LEADS

98 leads

WARM LEADS

76 leads

**HOT
LEADS**

25 leads

Follow up with active leads using lead & engagement scoring

Maanas K
Location: Hyderabad, AP
Lead Score: 45
Phone number: 899878876
Email: manasreddy@gmail.com

Lead Stage: Warm

Subject: Maanas, thanks for calling!

Hi Maanas,

Thank you for calling us. Can we schedule a demo for you tomorrow at 11 am? Please let us know if that works for you.

Thanks,
Dhivya,
Sales Development Executive,
XYZ Company.

Setup tasks and reminders

1 task pending

Maanas K

Location: Hyderabad, AP

Lead Score: 45

Phone number: 899878876

Email: manasreddy@gmail.com

Lead Stage: Warm

Follow up with Maanas on Wednesday, 9th April at 11 am

Nurture leads with email and SMS campaigns to create interest

Free demo email campaign



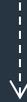
**HOT
LEADS**
25 leads

Last year's case studies
sent



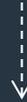
WARM LEADS
76 leads

Free whitepapers
& Stats sent



COLD LEADS
98 leads

Welcome and thank you email
campaign



INQUIRIES
88 leads

Connect with your leads promptly



John submits "inquiry form" on your website



He gets an automated "thank you email & SMS" with product/service details



Your sales staff gets a "new lead" alert

And periodically



DAY 3

John gets a “intro video” demonstrating the value of the product/service



DAY 4

He gets an email with the case studies



DAY 7

He gets a “discount offer” for the product/service

Send automated offers based on lead behavior



Adam gets a “video link email” after filling up a form on video page

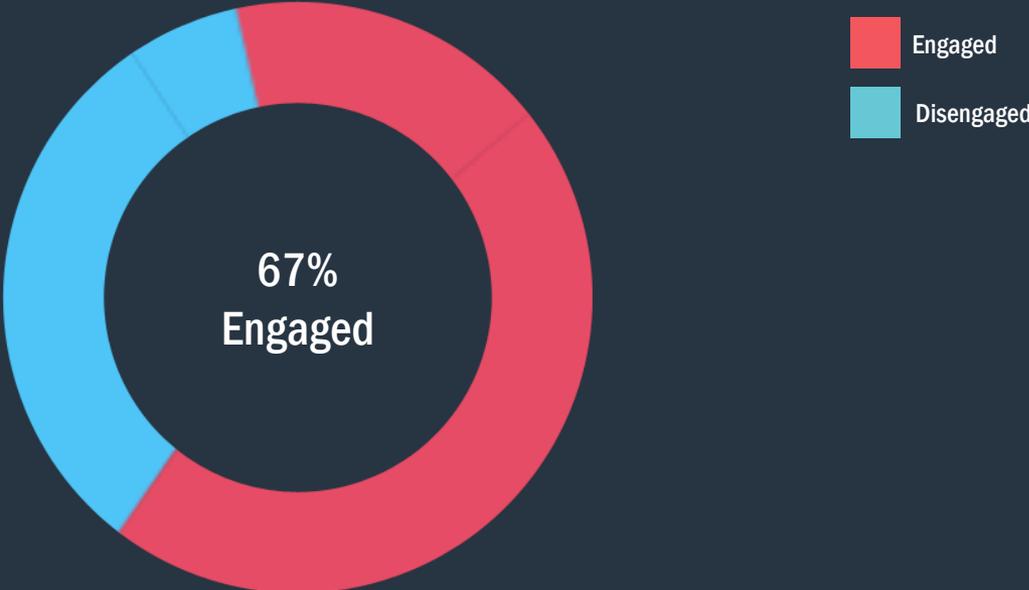


Sam gets a “demo invitation” after watching “how it works” page

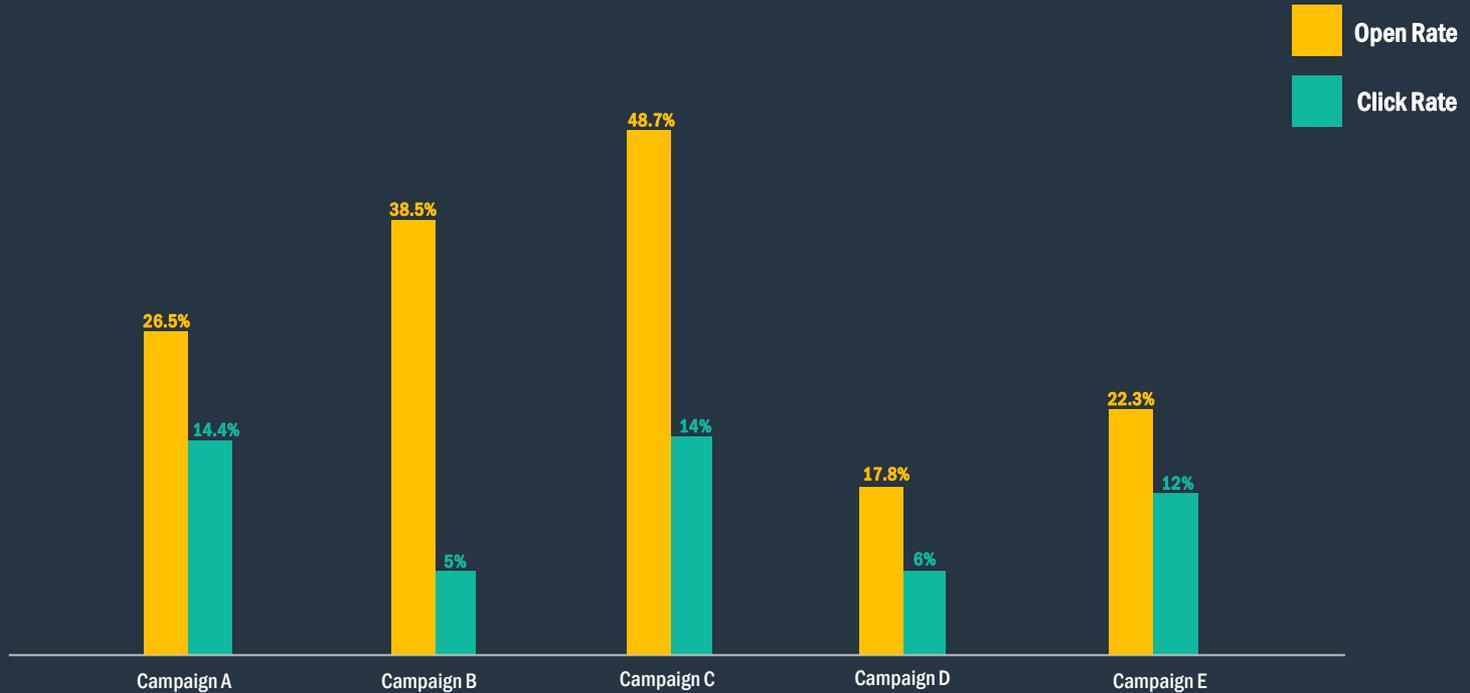


Sonia gets a “discount offer” on viewing “pricing/consultation” page for 10 minutes

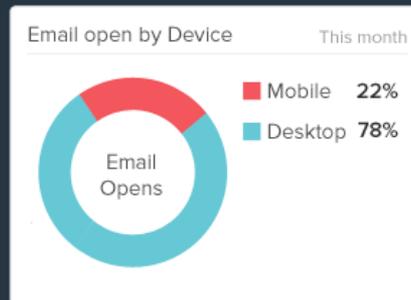
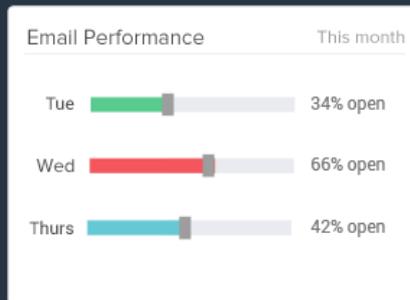
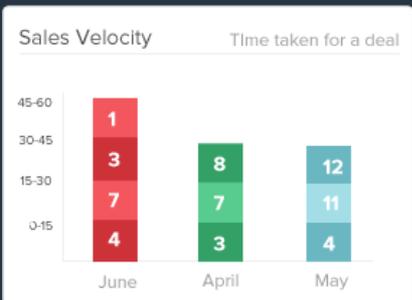
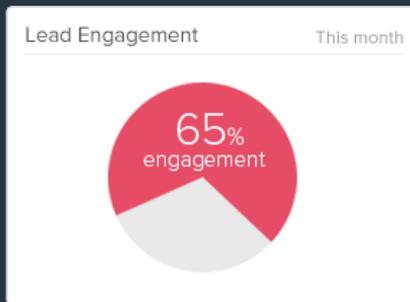
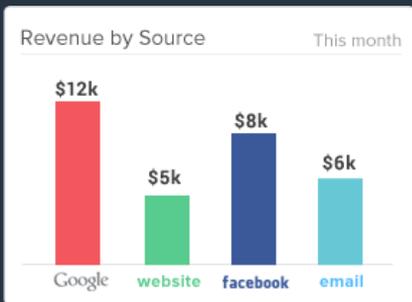
Find out the engagement index of your leads



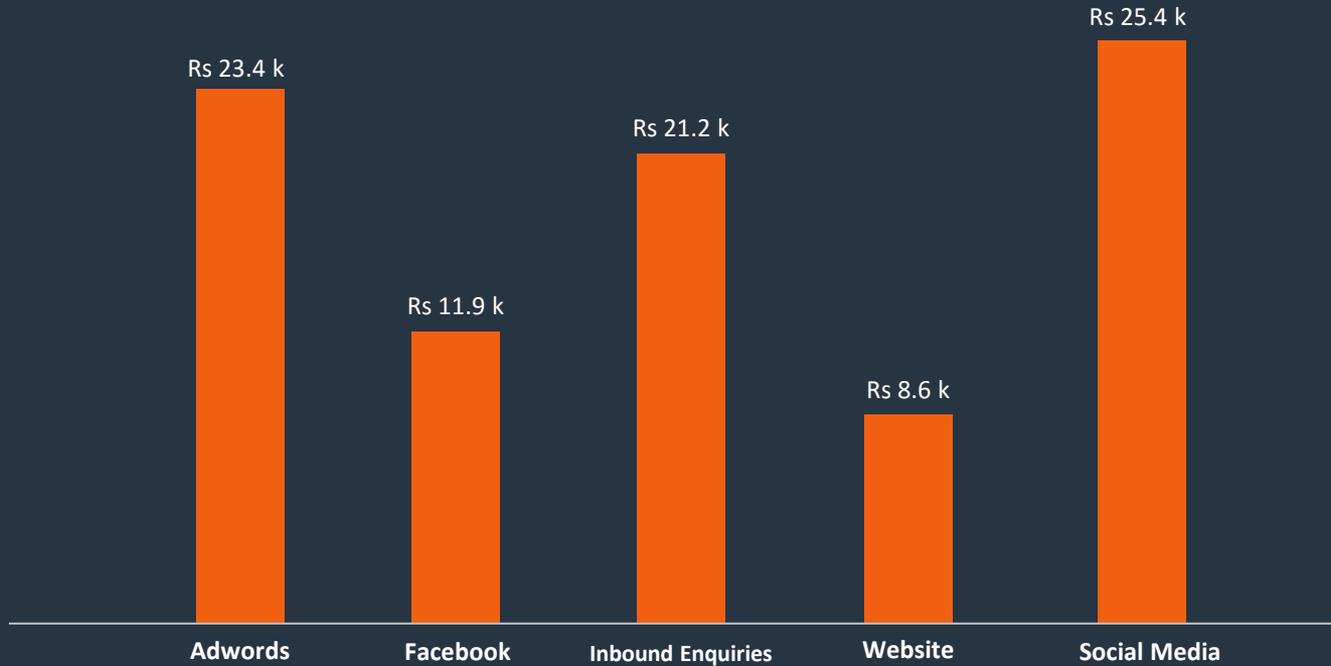
Analyze your email/SMS campaigns and autoresponders



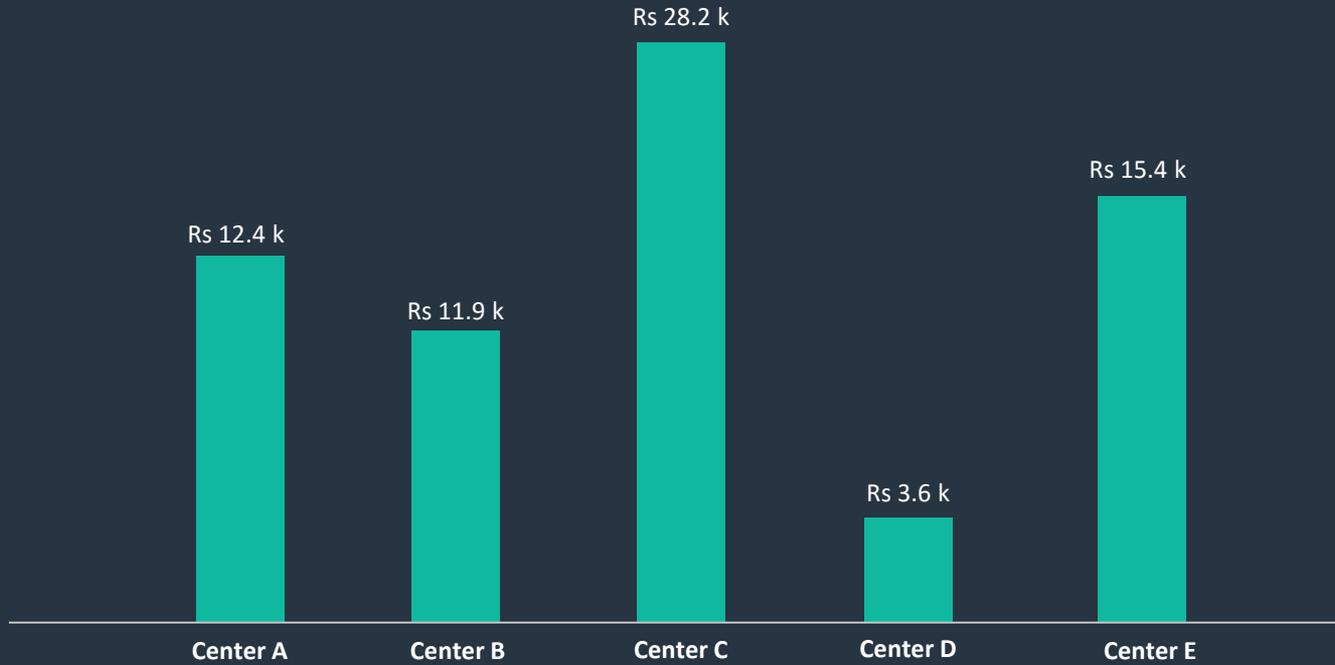
Facts you can know about your business



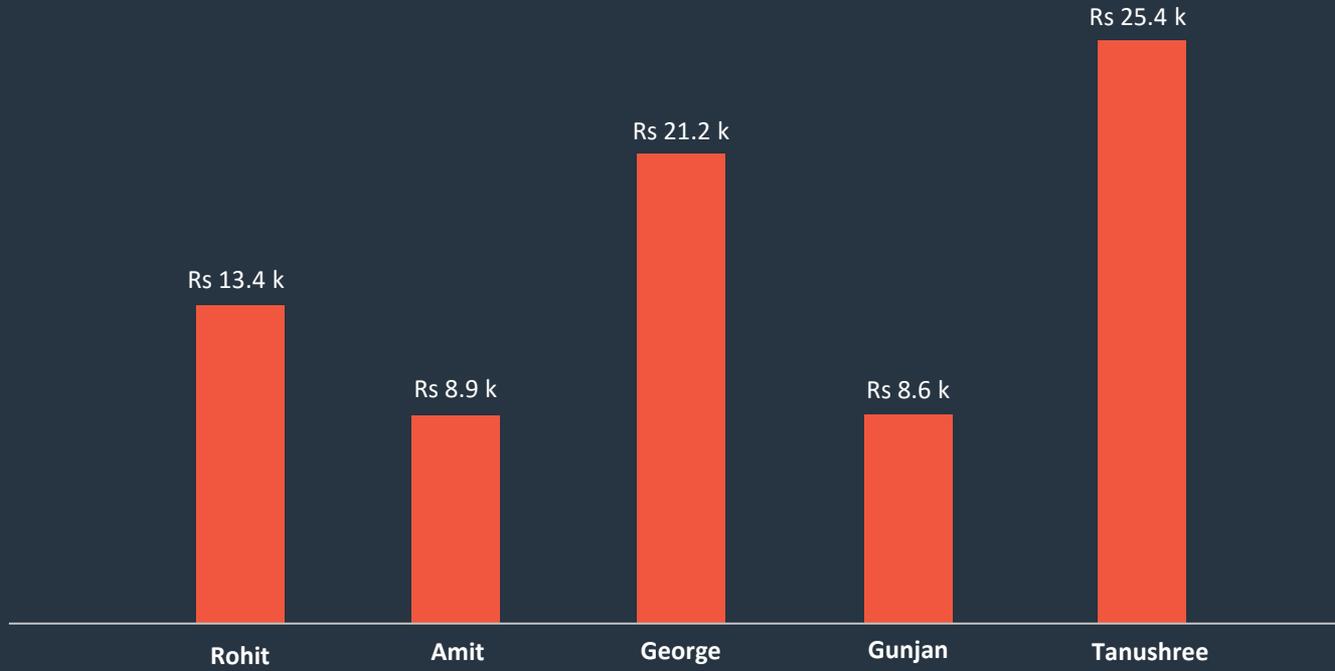
Measure revenue by lead source



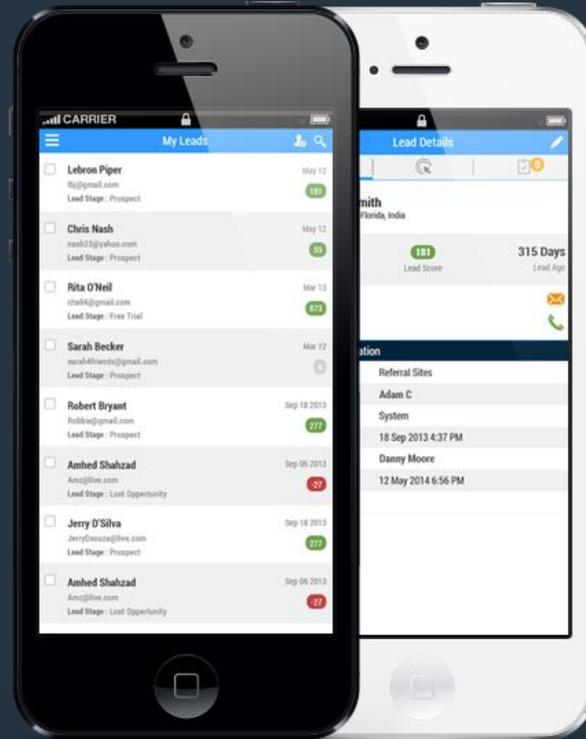
by geography



by sales person



Lead insights in your pocket



Apps Marketplace



LeadSquared Email Sync



LeadSquared Telephony



Lead Distribution Automation



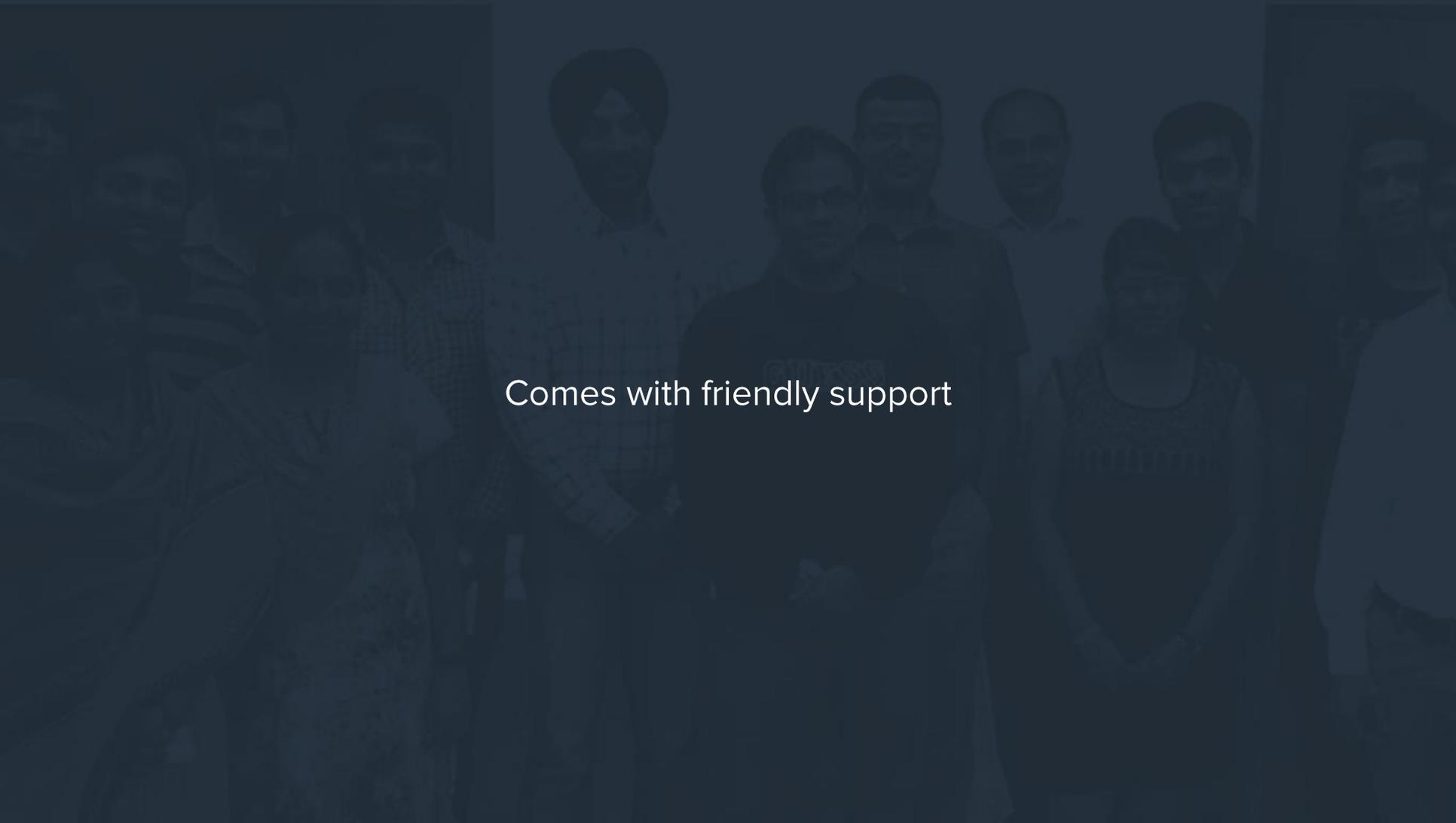
Gotowebinar Integration



Super Receptionist Integration



SMS Integration



Comes with friendly support



Get in touch:

sales @ leadsquared.com

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+91.90191.72733 (India)

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YOUR STORY
INSPIRE
INNOVATE
IGNITE