leadsquared

# ACCELERATE YOUR REVENUE

with LeadSquared

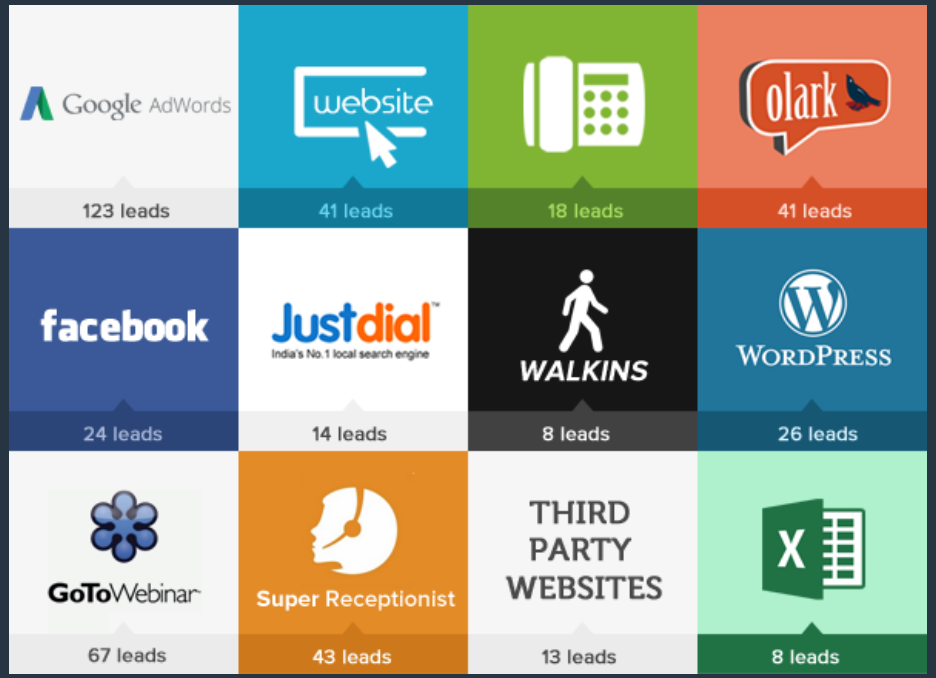
Used and loved by 4000+ users worldwide

randstad NIIT flipkart.com TIMESPRO DELTIN GROUP HOTELS AND CASINOS

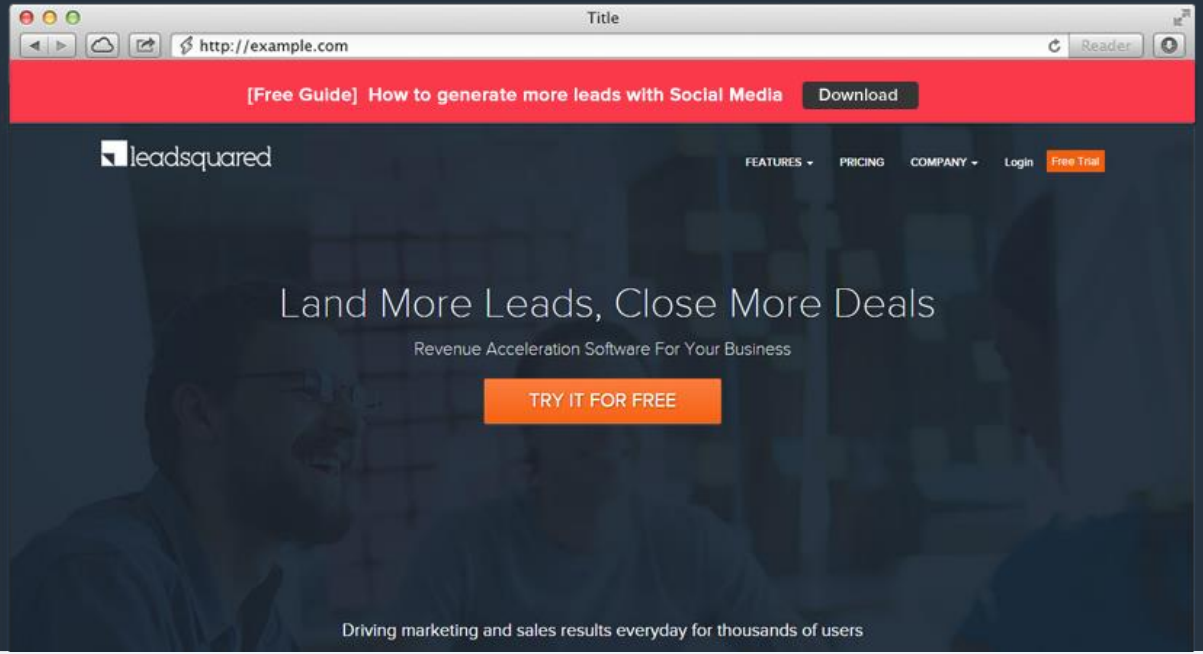
1

# Capture leads seamlessly from every source

## And identify the sources that work best for you

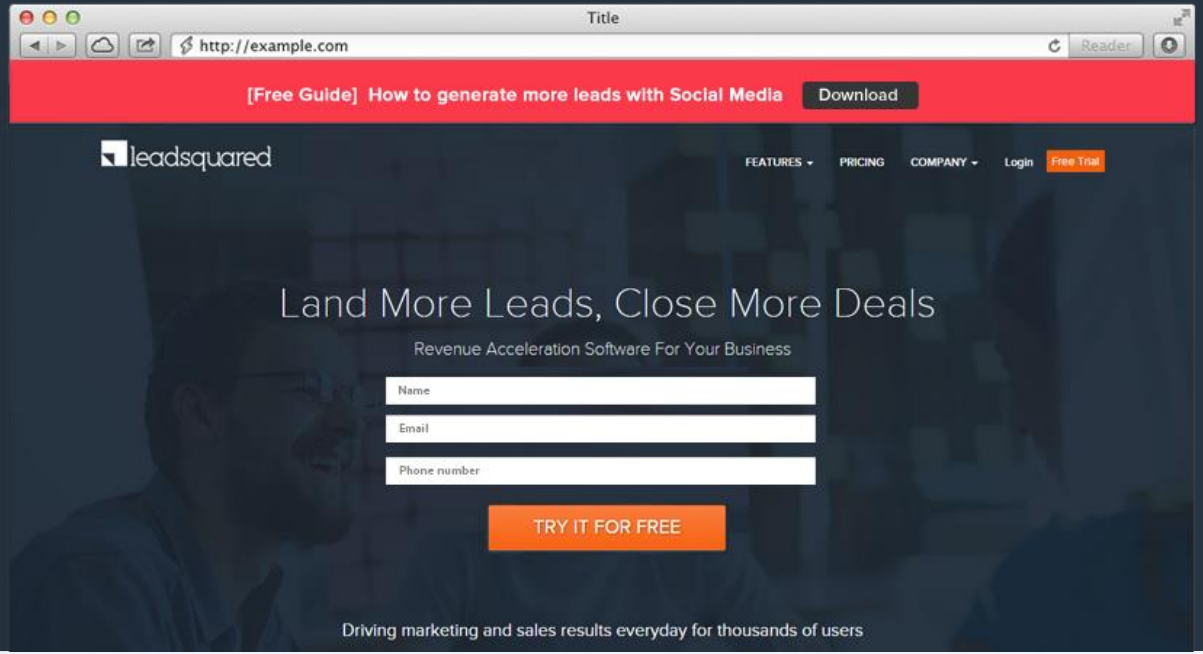


# Increase your web leads with website widgets



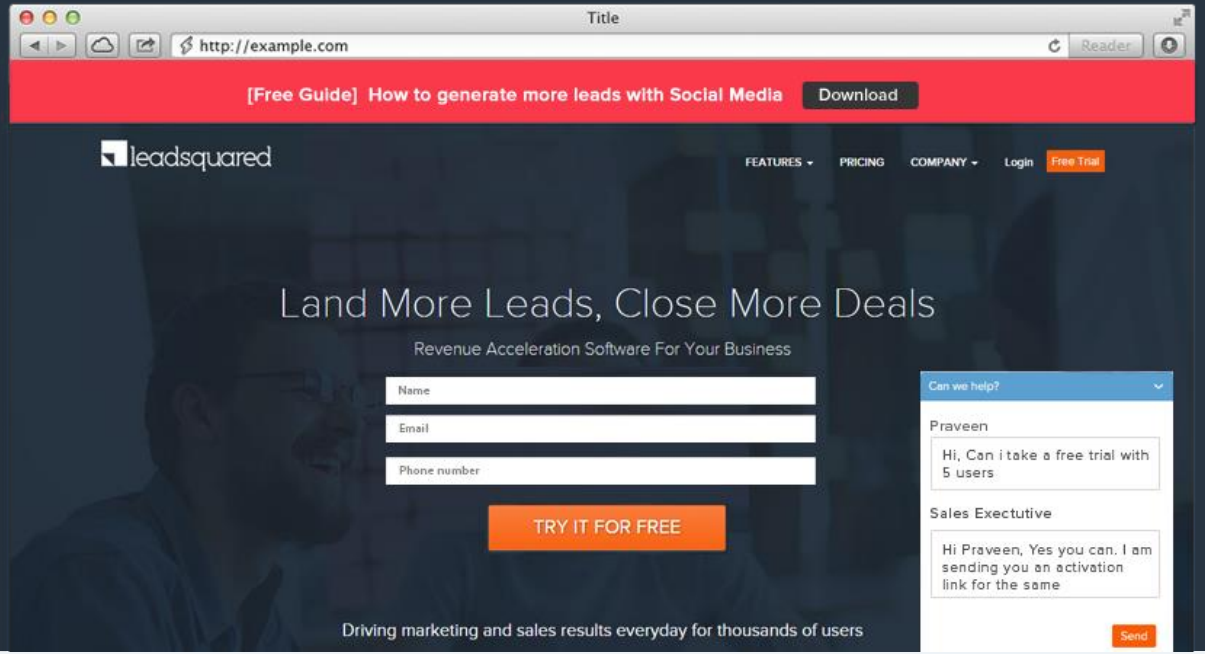

## Create Topbars in minutes without any IT Support

# Embed forms on your website



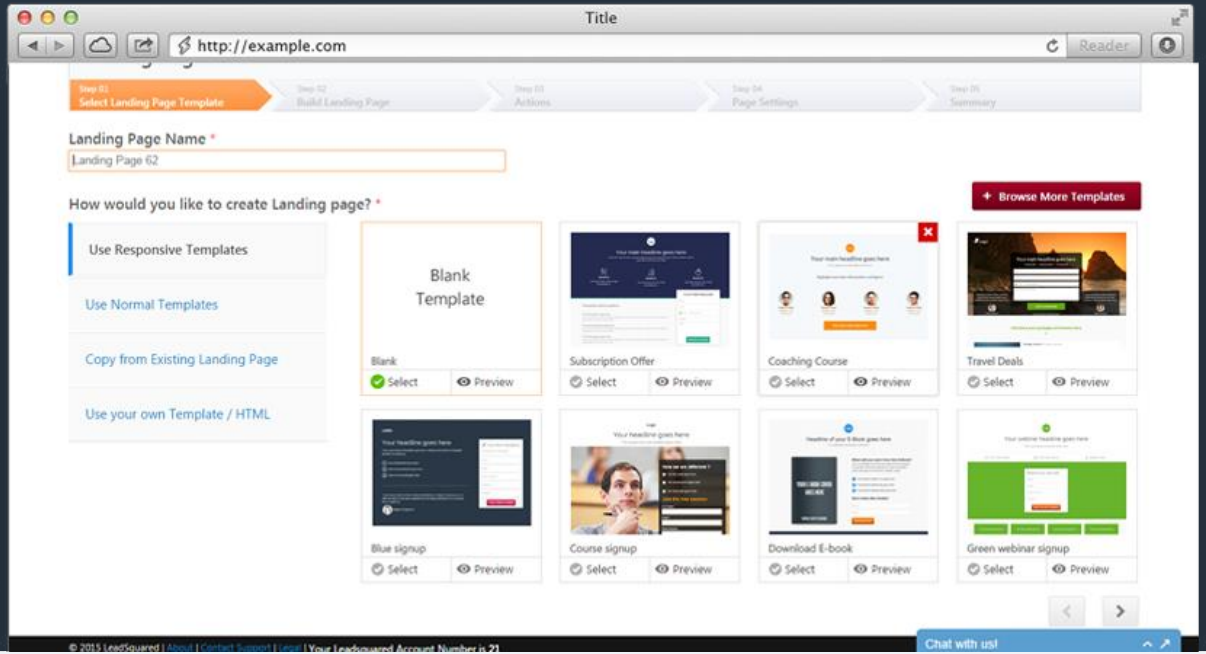

Use LeadSquared form builder to create your customized forms quickly

# Automatically capture chat inquiries as leads



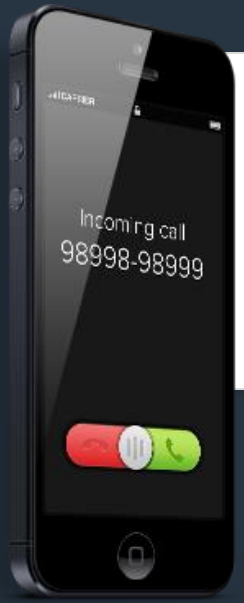

Integrate Olark and Zopim chat with LeadSquared and capture inquiries as leads

# 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 inquires as leads



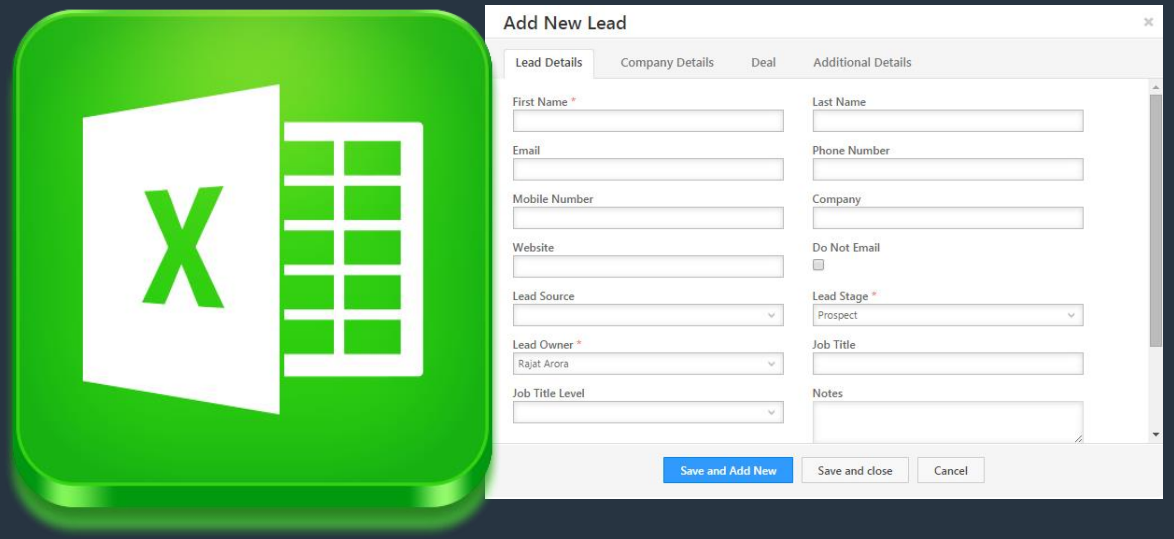

**New lead captured!**

| | |
|---|---|
| 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

2

# Reduce the response time with

### Automatic Lead Distribution

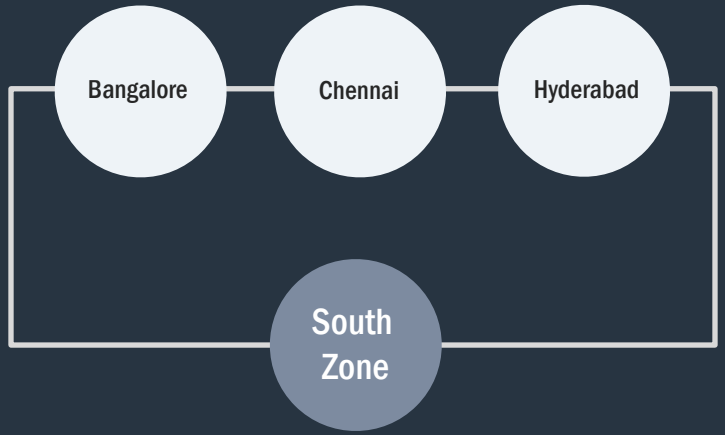
Automatically assign leads across various centers or teams based on demographics, course, batch or any other rules you set

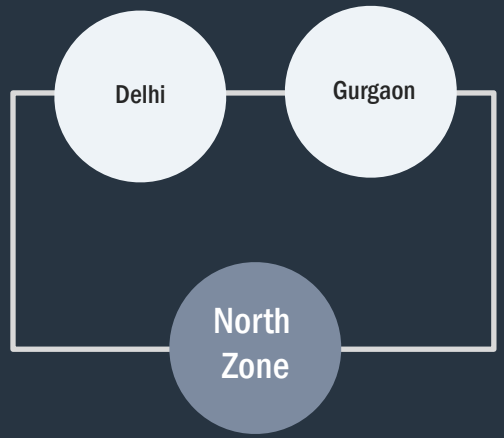
### Automatic Notifications

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

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

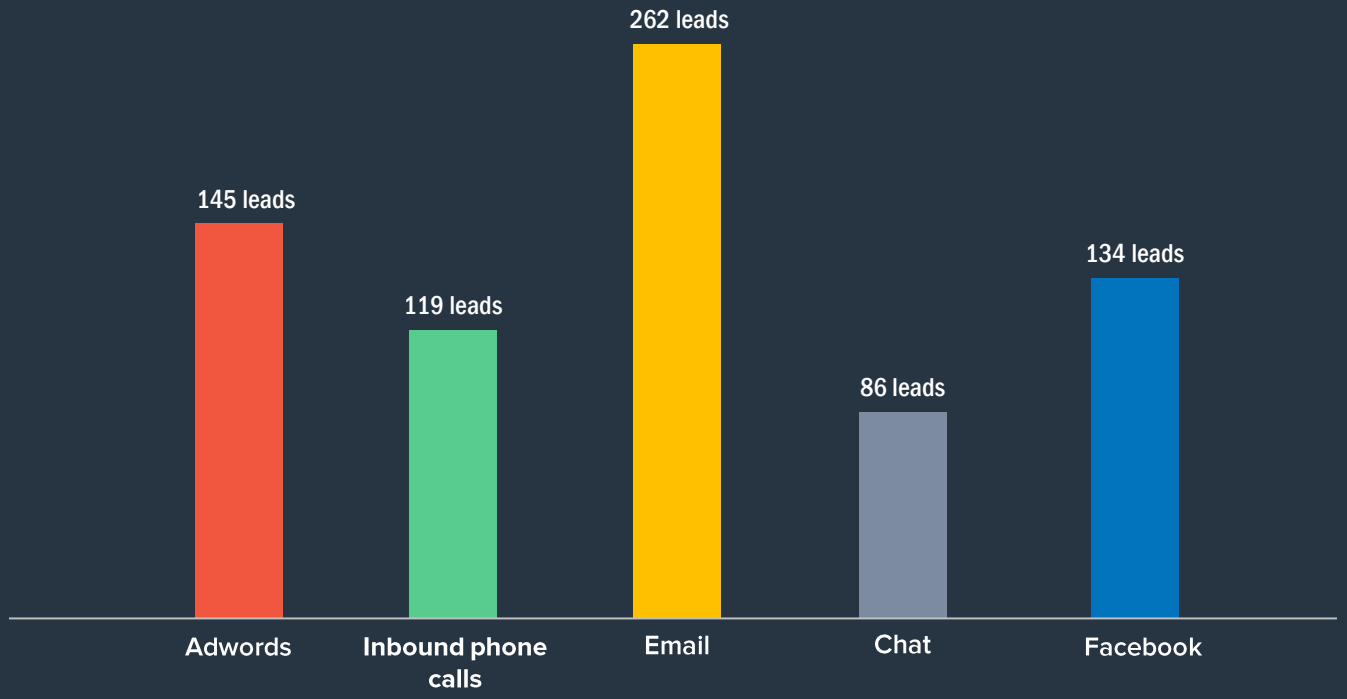
# Automate lead distribution




Send relevant response to right people at the right time

# Know the sources driving leads for you



3

# Manage all your leads in one place

4

# Identify the leads more likely to convert with lead scoring

5

# 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.

8

# Setup tasks and reminders

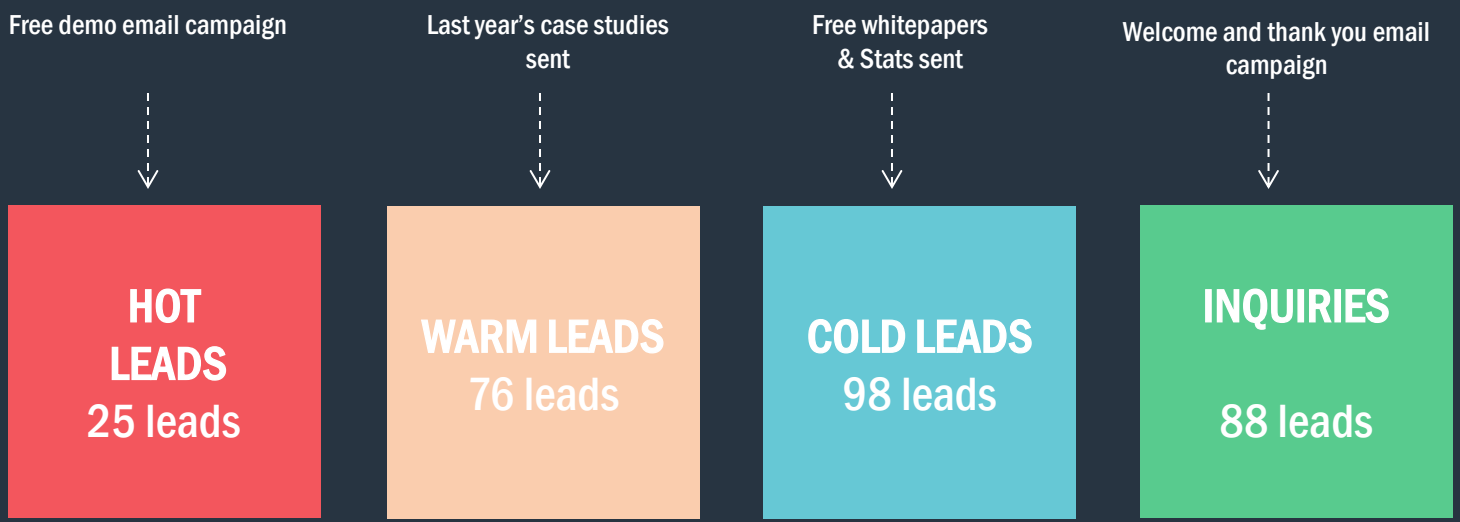
1 task pending

**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



# 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

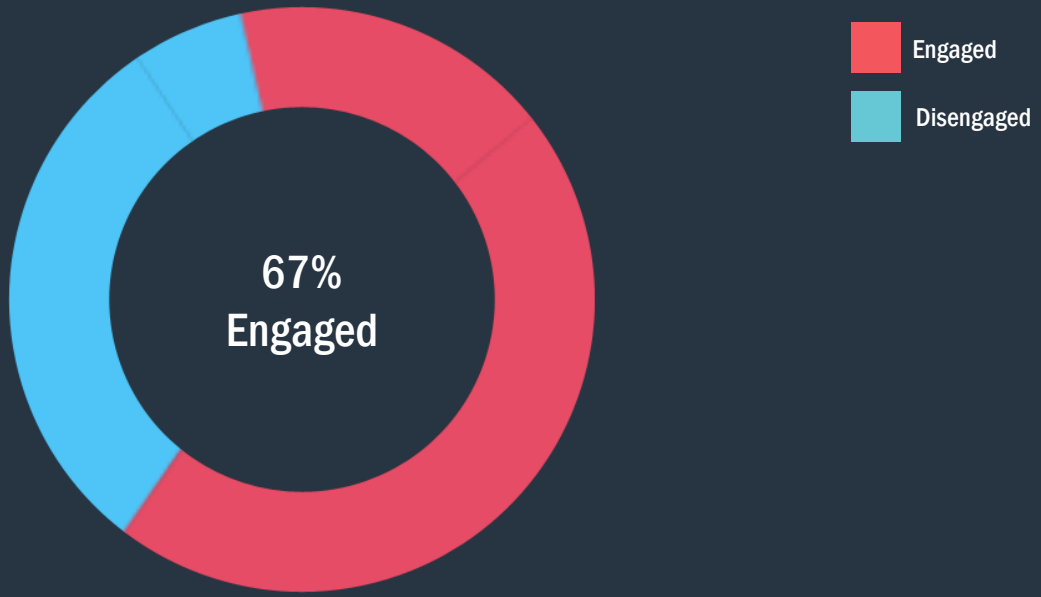
# Send automated offers based on lead behavior

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

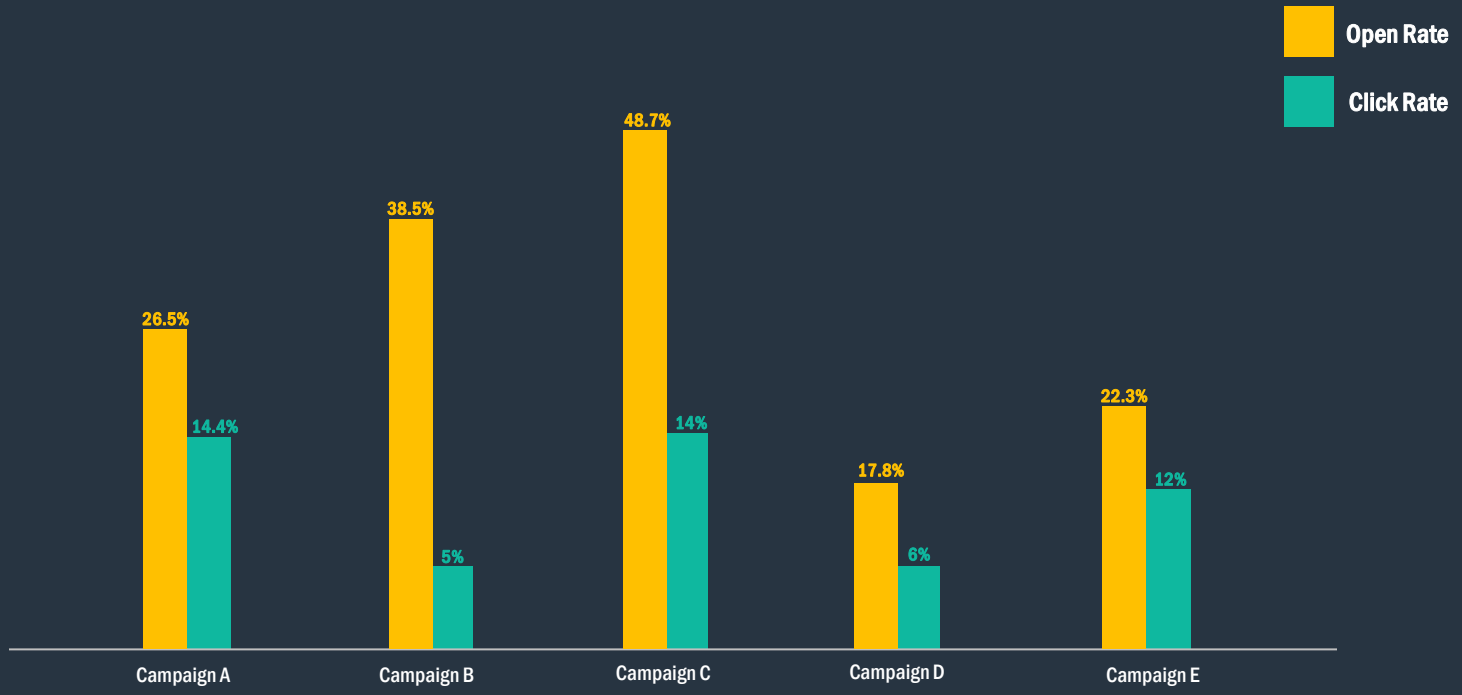
Sam gets a “demo invitation” after  watching “how it works” page

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

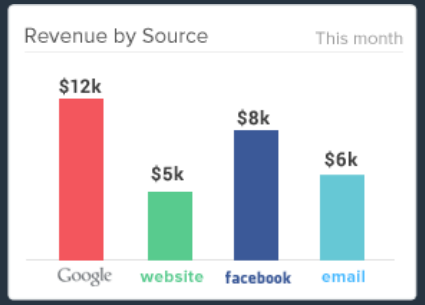
# Find out the engagement index of your leads

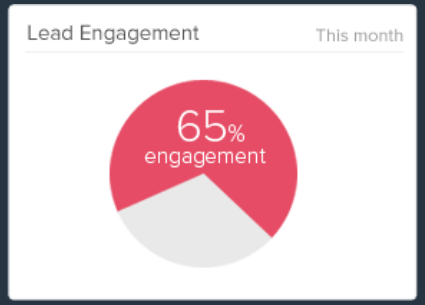


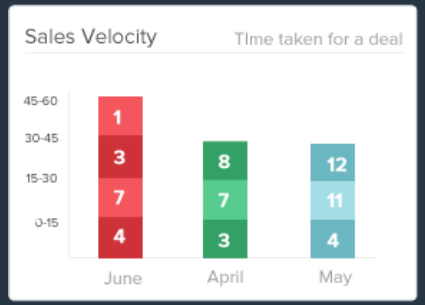
# Analyze your email/SMS campaigns and autoresponders

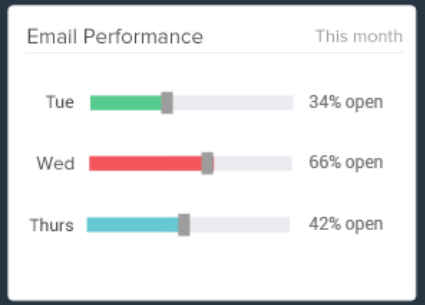


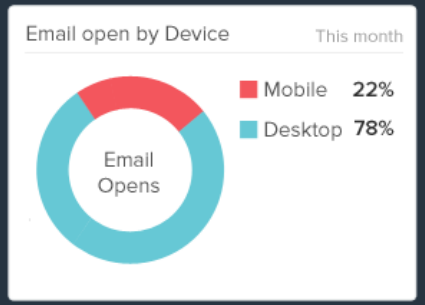
# Facts you can know about your business



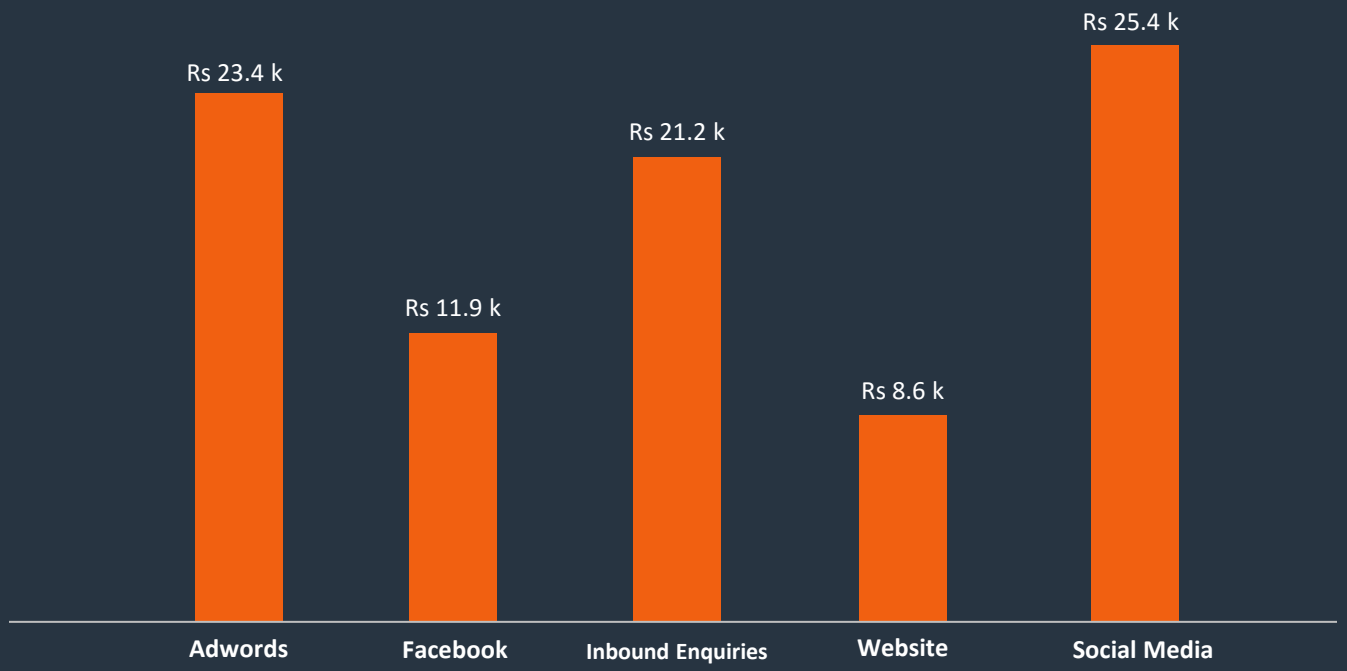





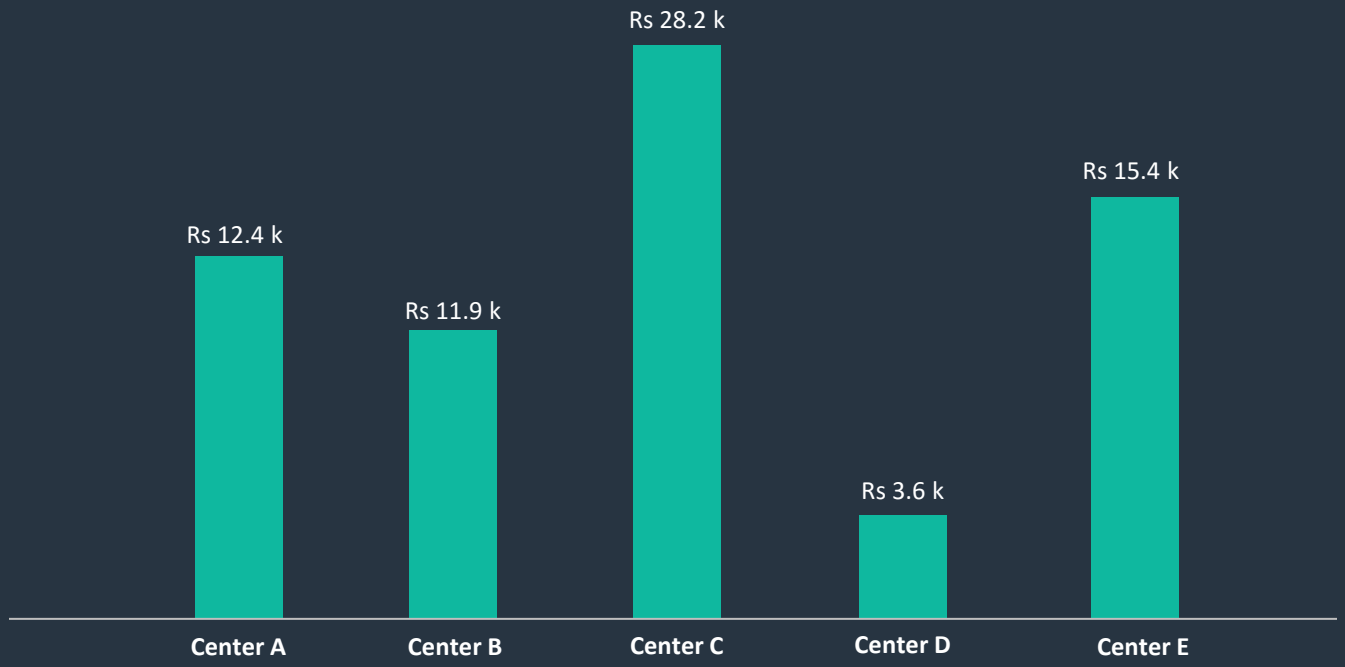



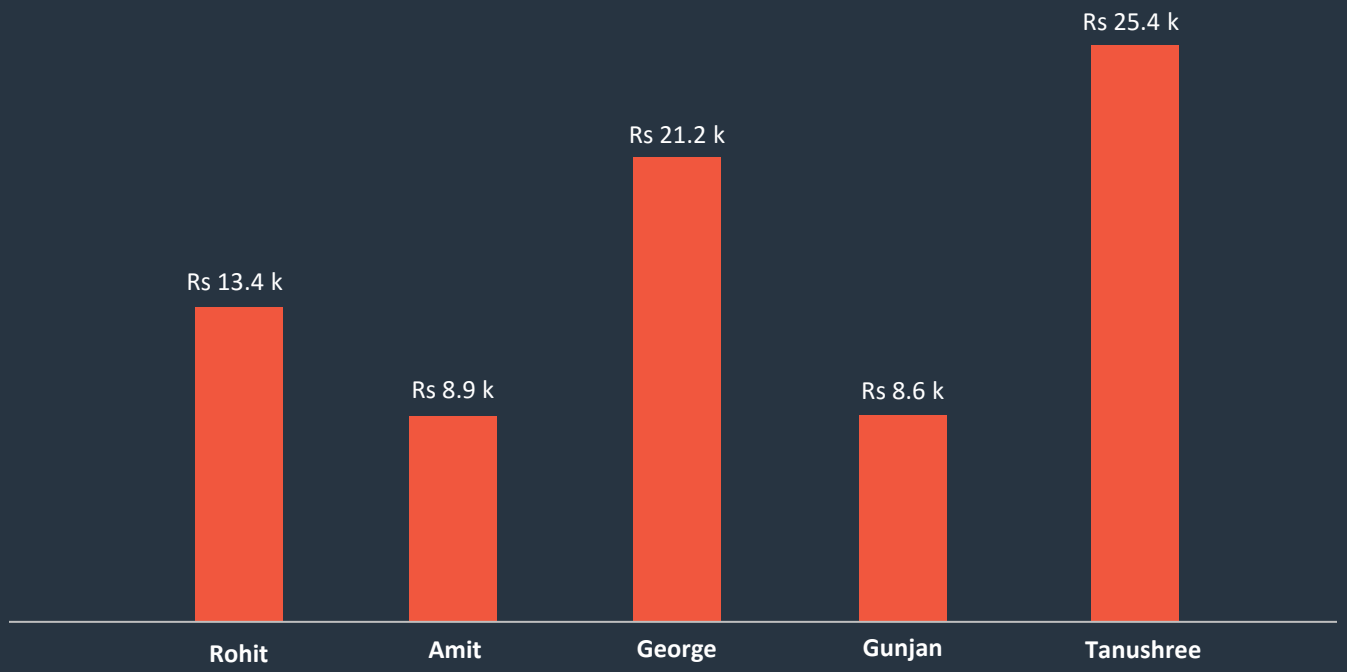
# Measure revenue by lead source



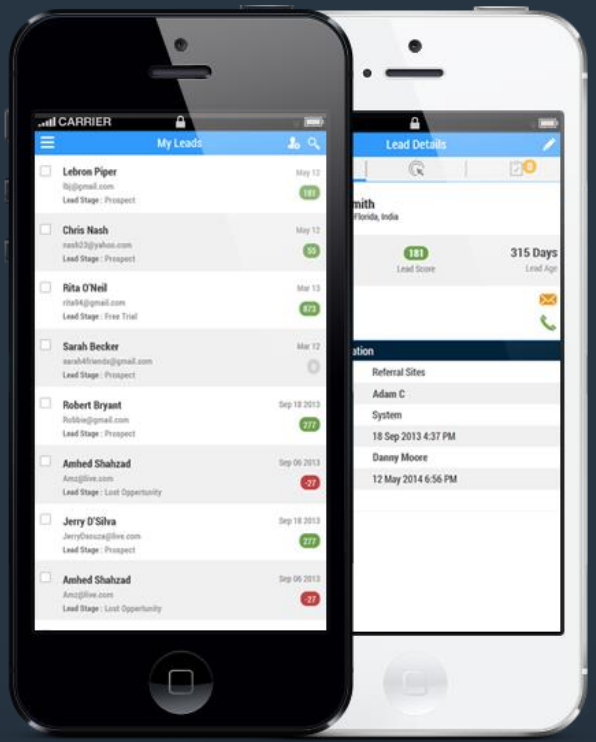
# by geography



# by sales person



# Lead insights in your pocket




Available on the App Store

GET IT ON Google play

# Apps Marketplace

LeadSquared Email Sync

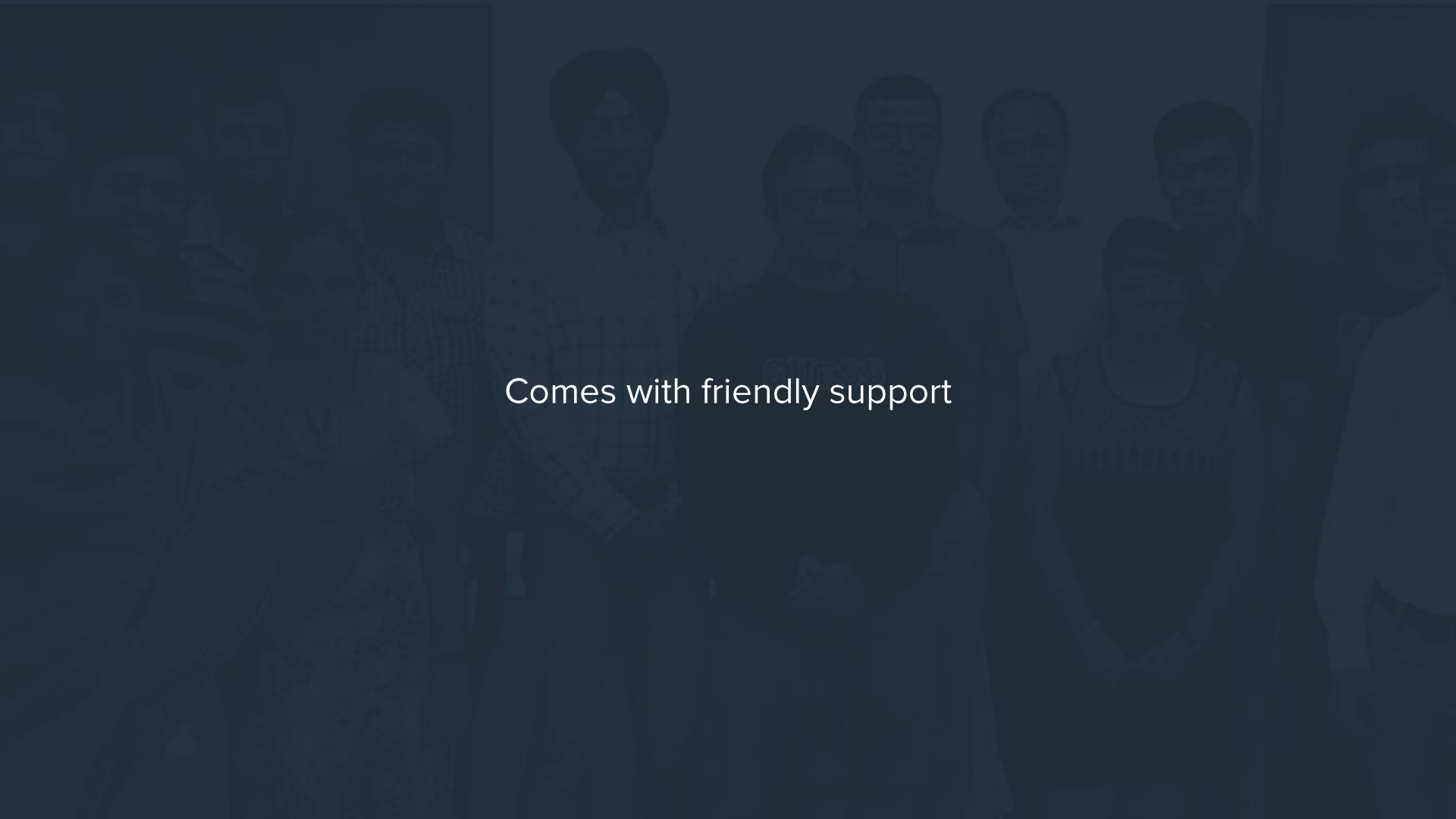
LeadSquared Telephony

Lead Distribution Automation

Gotowebinar Integration

Super Receptionist Integration

SMS Integration


Comes with friendly support

leadsquared

## Get in touch:

sales @ leadsquared.com
+1.732.375.1161 (US)
+91.90191.72733 (India)

Sign Up for a Free Trial!

As featured in

VentureBeat NASSCOM G2 CROWD Capterra YOUR STORY INSPIRE INNOVATE IGNITE