

LeanData Announces Account-Based Lead Management Suite for B2B Target Account Selling

86 Percent of B2B Companies Are Using Account-Based Marketing & Sales Strategies

Sunnyvale, CA. November 4, 2014. [LeanData, Inc.](#), experts in lead management software, announced today that its Account-Based Lead Management Suite for B2B sales and marketing professionals is now available. LeanData's solution includes proper setup of your CRM system and software suite for managing leads and accounts, which supports account-based marketing and target account selling initiatives.

"Account-based marketing" as defined by SiriusDecisions, the leading global B2B research and advisory firm, is the strategic approach marketers use to support a defined universe of accounts, including strategic and named accounts.¹

Study shows growing momentum for account-centric strategies

A recent study of over 200 B2B marketing and sales professionals revealed that over 90 percent of B2B companies from \$10Million to over \$1Billion in revenue use account-based marketing & sales as a key method for targeting new businesses and upselling to current customers.²

Additional findings:

- 53 percent of companies stated that they are more focused on account-centric strategies compared to a year ago.
- 40 percent consider account-based marketing to be a high priority.

A full copy of The New State of ABM research is available here: [Whitepaper](#) and [Infographic](#).

Customer/Exec Quotes

"Moving our business to the next level requires an account-based approach. Our use of LeanData provides us with a highly efficient method for named account targeting and lead data management."
– Justin Schuster, VP Marketing, LiveRamp

"Our recent survey of B2B professionals shows great momentum for account-based strategies. The ball is in sales and marketing's court to get aligned for target account selling and reap the benefits for their company." - Dan Ziman, CMO, LeanData

LeanData Account-Based Lead Management Suite

LeanData's solution addresses lead management complexity by matching leads against existing accounts, contacts, and opportunities. The LeanData product suite is comprised of the following:

1. Router – Automatically routes leads to account owner without having to manage assignment rules

2. View – Fast way to see leads that match to accounts without searching to help sales and marketing view, organize, and take quick action on leads
3. Converter – Automatically converts leads to contacts based on business rules (such as named account or other CRM database criteria)
4. Lead2Account Matching Engine – Our fuzzy-logic, data matching engine that continuously reviews leads that may match to other leads or accounts

About LeanData Inc.

We're passionate about simplifying the B2B sales process. Our lead management software is specifically built for account-based marketing and target account selling strategies. LeanData customers like Marketo, DoubleDutch, and Act-On Software are seeing increased conversion rates to Sales Qualified Leads (SQLs) and greater sales productivity.

To learn more, call 408.827.LEAN (5326), visit us on the [web](#), [LinkedIn](#), or [Tweet Us](#).

Additional Resources

- [LeanData Solutions Overview](#)
- [LeanData on Salesforce AppExchange](#)
- [LeanData on Marketo LaunchPoint](#)

Sources

1. <https://www.siriusdecisions.com/Topics/Marketing/Account-Based-Marketing.aspx>
2. LeanData Research Study, Sept. 15, 2014 of 210 B2B Sales & Marketing Professionals. Research paper. Infographic (URL)

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