

STREAMLINE LEAD LIFECYCLES AND CONVERT MORE PROSPECTS WITH THE POWER OF INTEGRATIONS

How SaaS companies can automate processes and close more deals

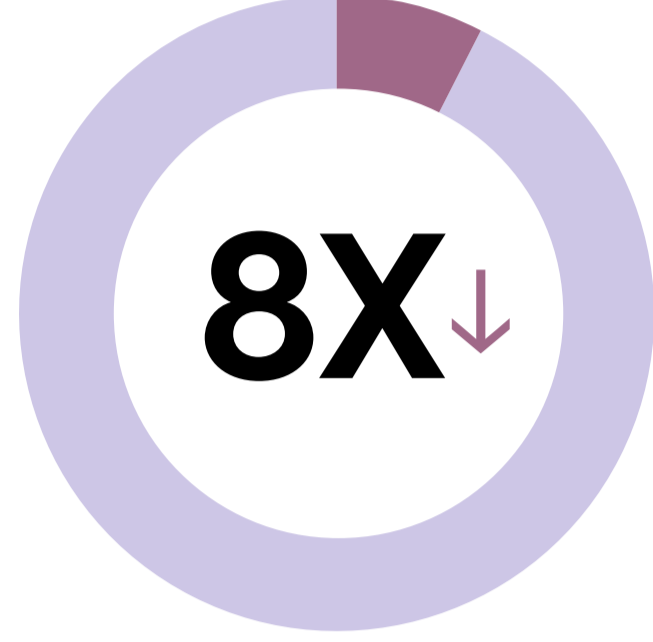
Having timely—and accurate—lead data is how [SaaS companies](#) can quickly turn prospects into engaged customers. It helps you understand lead behavior, reach out to the right people at the right time, and ultimately, land more deals.

But teams often contend with incomplete, siloed, or duplicate lead data (or all three), which limits overall visibility and causes error-prone manual work. This means slower follow-up, dreaded funnel leaks, and losing out to competitors who can move faster.

So, how can companies drive marketing and sales alignment, and arm sales reps with up-to-date, holistic lead information so they can close more deals more efficiently?

Keep your finger on the pulse of current lead lifecycle management trends and discover ways to improve the overall sales cycle, from lead capture to engagement—and beyond.

THE FUTURE OF LEAD LIFECYCLE MANAGEMENT: KEY TRENDS TO WATCH

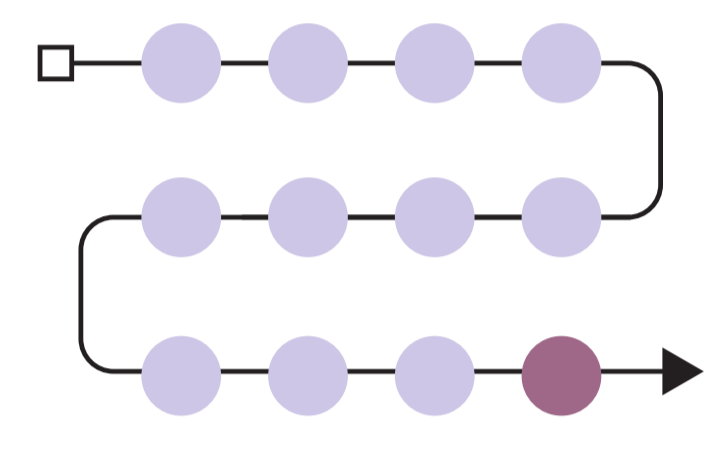


Taking longer than 5 MINUTES to respond to leads reduces conversion rates by 8X

The longer teams take to respond to leads, the lower conversion rates drop, according to a study by InsideSales. Respond in under five minutes and leads are 8x more likely to convert.

So you'd think that sales reps would be incentivized to follow up with leads promptly. But InsideSales found that only 1% of attempts to respond occur within the first five minutes—and 77% of leads were not responded to at all.

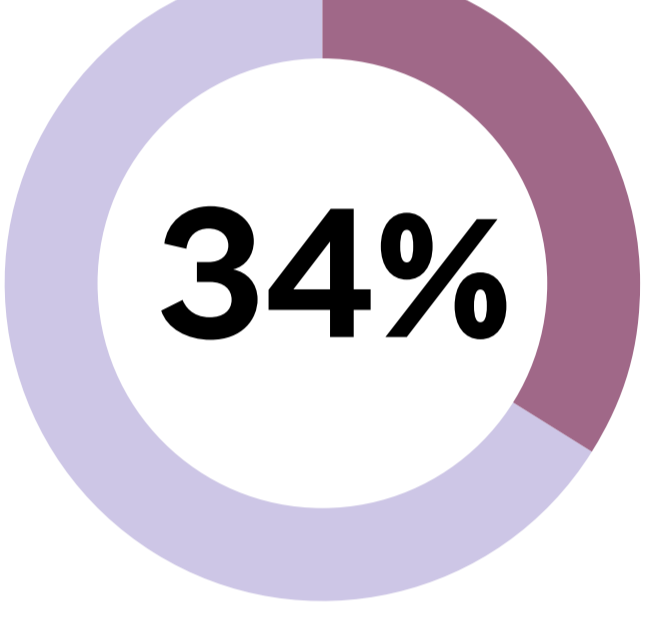
Source: InsideSales



It takes over 12 TOUCHES to reach an individual prospect

In today's sales process, these touches are often a mix of different channels including phone calls, emails, and social media messages. Not only does this make the sales process more complex, but it also increases the burden on sales teams—especially full-cycle reps.

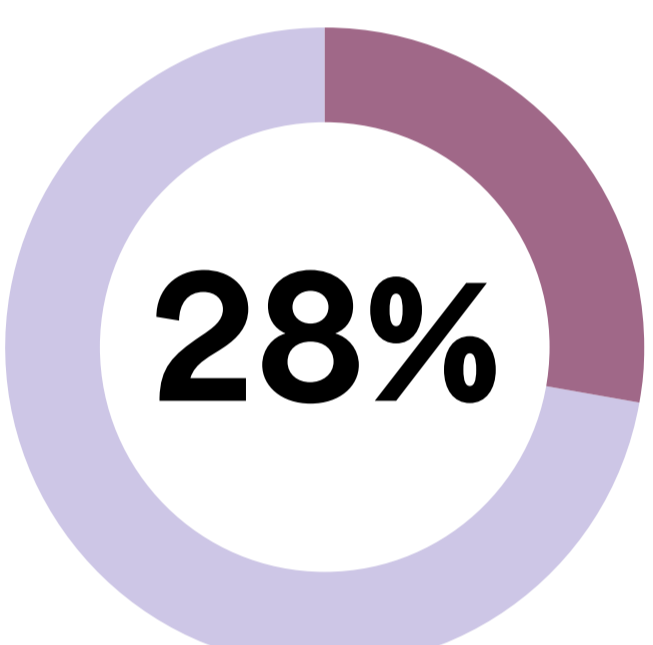
Source: Gartner



ONLY 34% of salespeople are fully using the tools available to them

42% of respondents supplement what they are given with additional tools, 18% rarely use the tools they are given and do their own prospecting, while 5% have no access to sales intelligence tools at all.

Source: Lusha



Sales reps spend JUST 28% of their week actually selling

Much of their time gets eaten up by activities like generating quotes and proposals (9.4%), research (9.3%), and manually entering customer information (8.8%).

Source: Salesforce

3 WAYS IPaaS CAN EMPOWER TEAMS TO MANAGE LEAD LIFECYCLES MORE EFFECTIVELY

An iPaaS, or an Integration Platform as a Service, is a cloud platform that allows different business units—beyond IT—to develop, execute, and monitor integration flows for tools in their tech stacks and drive automation.

From a lead lifecycle management perspective, an iPaaS can make life easier for marketing and sales teams in a few different ways. Here are three examples:

1 Lead capture & enrichment: Leads from multiple sources, enhanced

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For example: You could create a LinkedIn lead form integration using Celigo that automatically looks up a lead's email address in Clearbit and fills in that missing information before uploading the lead to HubSpot.

2 Lead syncing: The latest data, across all applications

Automation is key to increasing both speed to lead and conversion rates. By automatically syncing leads across your entire marketing stack including MAPs (marketing automation platforms), CRMs (customer relationship management platforms), outbound apps, and databases, your teams can act on new leads instantly.

An iPaaS helps ensure that critical lead data gets updated automatically across all integrated systems, guaranteeing that information is accurate and up to date without team members needing to manually make those changes in every application.

For example: Celigo makes it possible to automatically update lead information in Salesforce when the lead (or contact) is updated in Marketo.

3 Lead engagement: Accelerate responses and shorten the sales cycle

Successful sales teams have well-oiled lead engagement engines that instantly route their hottest leads to reps for follow-up while the lead is still fresh. Even for leads who aren't in the buying stage quite yet, it's possible to segment them immediately into a nurture campaign.

Integrations are key to avoiding delays in follow-up because they remove the burden of manually filtering through and organizing leads for sales teams.

For example: Use your iPaaS to set up a ZoomInfo-to-Slack integration that automatically notifies your sales team when a high-intent lead comes through.

GO BEYOND THE LEAD LIFECYCLE

Learn how you can easily set up all types of automations and integrations using an iPaaS.

➔ Download the full playbook today