

JOURNEY

Automated Account-Based Marketing in 60 seconds or less. No forms. No humans.

An estimated 6.8 stakeholders now has to formally sign off on each purchase, up from 5.4 in 2014 (CEB in HBR). 74% of business buyers conduct more than half of their research online before making an offline purchase (Forrester).

What if your customers could identify the companies researching their products, the stakeholders that will drive a buying decision and then trigger personalized engagement while buying interest is at its highest? **It's not "pie in the sky", it's LeadFWD.**

LeadFWD automatically delivers the leads and intelligence that drive Account-Based Marketing strategies. With our Enterprise connector for Salesforce, SugarCRM and SuiteCRM we put lead generation on auto-pilot -- by instantly pushing identified (visitors) Companies and Contacts to a CRM the moment they're identified on your customers' web site.

