

## AUTO-PILOT

AI-driven email nurturing that engages within seconds of a visitor arriving to a web site.

The standard approach to engaging a potential buyer has always been to incentivize an anonymous visitor to fill out a web form. The problem is that 98% of your visitors will never fill out a form and identify themselves.

LeadFWD is the only platform that leverages the power of AI to capture visitor interest, identify the specific companies browsing your web site, identify key decision-makers at those companies and then deliver a personalized message in their inbox -- all before they exit your web site.

**Oh and we do all of that without forms, data entry, clicking send... actually, without any humans.**



### **Incorporate Email Sequences Into Your Sales Engagement**

LeadFWD empowers sales reps to deliver automated sales email sequences that ensure they're sending the right emails at the right time -- personalized for each lead.



### **Customize And Personalize Every Email Automatically**

LeadFWD gives you the power to personalize your emails so they feel authentic and 1-to-1. Tap into fields in your CRM (including custom fields) to tailor each message with dynamic tags. Insights that are discovered by LeadFWD can also be leveraged for personalization.



### **Track Engagement And Behavior That Is Generated By Every Email**

Tracking and monitoring your lead's opens, clicks and follow up site visits can all be indicators of interest and intent. Follow them closely to reveal sales-ready buyers.