

Intelligent Lead Nurturing

Customer relationships are built through a series of interactions. NetLine's intelligent rule-based lead nurturing helps you maximize value of each interaction. Start the relationship building process by delivering a multi-touch approach to "not sales ready" leads and increase your lead generation ROI.

Using a set of rules, create re-qualifying events through the use of new content offers or other e-marketing programs, to cultivate "not sales ready" leads and realize full value from your lead generation activities. Once your nurturing program is set-up, it is ready for any new leads entered into the database to start the nurturing process.

You can run a campaign that delivers personalized information over the period of time it will take for them to either convert to an "A," or be dropped from the nurturing program.

Features

- Define decision tree logic for any aspect.
- Rules defined next actions for activity, timing, lead quality score, and demographics.
- Automatic forwarding of 'A' leads to Sales.
- Customizable demographics questions.
- Easily integrates sales ready and non sales ready leads from external lead source, including NetLine Lead Stor Lead Management database solution.

Benefits

- Focus actions based on customer type rather than just action.
- Multi-touch builds relationships to cultivate "not sales ready" leads.
- Interact days, weeks, or months after specified behavior.
- Easily integrate with other content offers or online marketing programs.

The NetLine Advantage

Along with the NetLine Intelligent Lead Nurturing product, NetLine Second Touch, and NetLine Distributed Solutions, extend the value of your Lead Generation programs. For more information on Intelligent Lead Nurturing call NetLine to speak with a programs expert: 408.340.2200, or visit www.NetLine.com

The image shows two overlapping screenshots from NetLine. The top screenshot is a campaign page titled "TARGETED, HIGH QUALITY BUSINESS LEADS" and "50 FREE Leads for New Client Programs." It features a woman in a business suit. The bottom screenshot is a "NetLine Customer Satisfaction Survey" form. It includes fields for "First Name," "Last Name," and "Email Address." Below these are two Likert scale questions: "Overall, how satisfied were you with NetLine's Lead Source Product?" and "How satisfied were you with the following characteristics of NetLine's Lead Source product?" The survey uses a five-point scale from "Very Satisfied" to "Very Dissatisfied" with corresponding radio buttons.

Example: Customized campaign page and re-qualifying data collection.