

# LEAD FLOW DASHBOARD

## CAPTURE INSIGHTS FOR IMPROVED PERFORMANCE



While marketers are dealing with more data than ever before, very few use it to optimize marketing initiatives. Leverage data and analytics to gain insights into campaign activity and performance with our Lead Flow Dashboard.

This cutting-edge platform offers a user-friendly interface that allows marketers to watch and optimize campaigns in real time.



### The Lead Flow Dashboard enables users to:

- Track metrics that matter, such as CPL, leads delivered, leads returned, and leads remaining
- Segment data by partner or campaign for meaningful statistics
- Re-allocate budget in real time
- Pause non-performing assets and partners



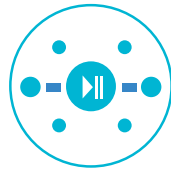
Send general program feedback



Increase overall budget



Reallocate budget among 2 or more vendors



Pause/resume vendors



Add/remove assets



Adjust filters

## DON'T LEAVE YOUR CONTENT MARKETING CAMPAIGNS UP TO CHANCE



**You no longer have to trust vendors blindly.**

With Infuse's Content Syndication dashboard, you can stay informed and take control of your program. With our Lead Flow Dashboard, you can stay informed and take control of your program.

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