

# 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
- Re-allocate budget in real time
- Segment data by partner or campaign for meaningful statistics
- 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 our Lead Flow Dashboard, you can stay informed and take control of your program.

## WANT TO LEARN MORE ABOUT HOW OUR DEMAND SOLUTIONS CAN HELP YOUR ORGANIZATIONS?



**ABM**

➤ Learn More



**CONTENT MARKETING**

➤ Learn More

### CONTACT US

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