

# Active CONVERSION



## Why use ActiveConversion?

Improve sales efficiency, shorten the sales cycle and increase revenue by optimizing your businesses' relationship with potential customers.

Designed specifically for industrial, manufacturing and other B2B industries, ActiveConversion is a data-driven approach that allows you to generate 10-30X ROI over typical digital marketing.

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*ActiveConversion has played a major role in doubling our revenues year over year.*

- Jehn Scantlebury,  
Marketing Manager  
Extreme Telematics

## Integrated Software Benefits:

- **Account-Based Marketing** tools move potential accounts from interest to action
- Full **Visibility** into the buyer's journey, which facilitates conversations and increases conversions
- **AdCONNECT** helps reach your target market to rocket conversion rates and accelerate sales
- **Managed Marketing Services** quickly boost ROI in a meaningful way
- **Lead Management** optimizes customer relationships and ensures your sales team's success
- **Analytics and Scoring** save time and resources by increasing engagement with qualified prospects