

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.

“*The timeliness is really fantastic. We can see leads and activity almost instantaneously; being able to view lead information and level of interest in the product...not only do leads come over quickly and accurately, they also come with the level of scored interest so we immediately see the most qualified leads.*”

- James Evans,
President
Specialized Desanders

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