LeanData & Outreach Integration

Decrease time-to-first-touch by automatically engaging prospects

Challenge

Sales teams must manually engage prospects in a timely and error-free fashion. Yet due to the tedious nature of this work, teams often delay or forget to do so entirely, resulting in increased customer acquisition costs, a reduced likelihood of prospects converting, and a negative buyer experience.

Solution

LeanData's integration with Outreach allows a user to route a prospect to the right rep with the appropriate context and then immediately queue the prospect for automated engagement. By enabling immediate outbound engagement, sales teams can strengthen prospect engagement, improve time-to-revenue, and increase prospect conversion rates.

Key Benefits

- Maximize prospect conversion rates
- Ensure all prospects receive messaging
- Free-up rep time for other value add tasks
- Accelerate pipeline velocity
- Improve buyer experience

How It Works

Flowbuilder, LeanData's visual routing tool, makes it easy to determine which prospects to include in a specific Outreach Sequence as well as from which rep a customer should receive the automated messaging from.

Add the Outreach node to your routing flow

Message: Let's act on this Lead ASAP <@New.Owner>!

Select Sequence to add prospects to

Lead Owner
User Field on Lead
Specific USer

Determine Sequence assignee

New Lead or Contact enters flow

Prospect follows routing logic

Prospect is assigned to rep

Prospect is auto-added to configured Sequence

Outreach

Prospect automatically receives outbound messaging

BombBomb™

"We're able to route leads and get them into a Outreach Sequence. Now we're averaging about 3.5 minutes from creation to Sequenced. Since we started doing that, first response time has come down 400%."

Raheel Alam, BombBomb Salesforce Admin

Get Started Today

To learn more about how to automatically engage prospects, visit us at **leandata.com/contact-us**

About Outreach

Outreach is the number one sales engagement platform with the largest customer base and industry-leading usage. Outreach helps companies dramatically increase productivity and drive smarter, more insightful engagement with their customers. More than 4,000 companies such as Adobe, Tableau, DoorDash, Splunk, DocuSign, and SAP depend on Outreach's enterprise-scale, unparalleled customer adoption, and robust AI-powered innovation. Outreach is a privately held company based in Seattle, Washington. To learn more, please visit **www.outreach.io**.

Why LeanData?

Built upon the best-in-class matching technology, LeanData is the most simple, accurate, and actionable engagement analytics tool in the market.

LeanData provides the market's first Revenue Operations platform for accelerating revenue and growth in B2B. Standing at the center of Salesforce CRM, LeanData's family of solutions orchestrate and automate the go-to-market process to help revenue teams close more deals and drive more revenue, faster. Visit **leandata.com** to learn more about LeanData's revenue operations solutions for Lead-to-Account Matching, Routing, Engagement and Marketing Attribution. Or visit us on AppExchange.