

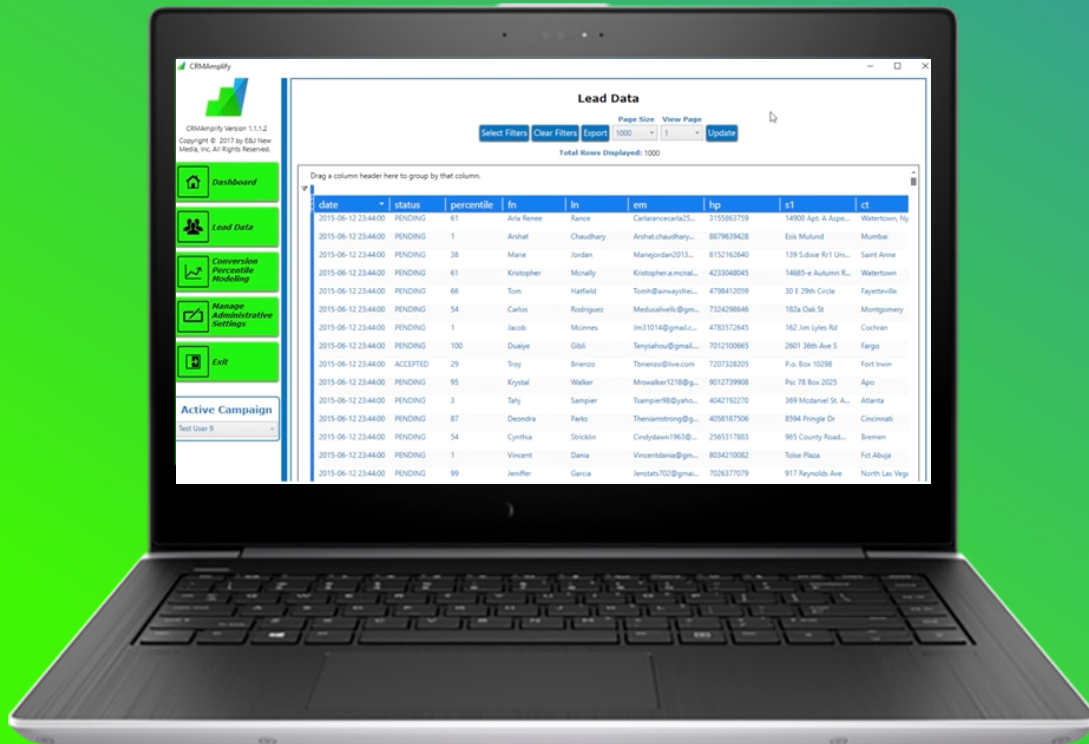
Never Again Waste Time and Money on Questionable Leads



Boost close rates, generate growth, optimize your media buying, sharpen your sales forecast accuracy and improve your ROI

Who We Are What We Do

CRM Amplify is a US-based Technology Company



We provide innovative, enlightened and data-driven solutions to our clients that, as a result, generates growth

The firm's mission is to provide clients with specialized lead scoring tools, innovative design and flawless execution

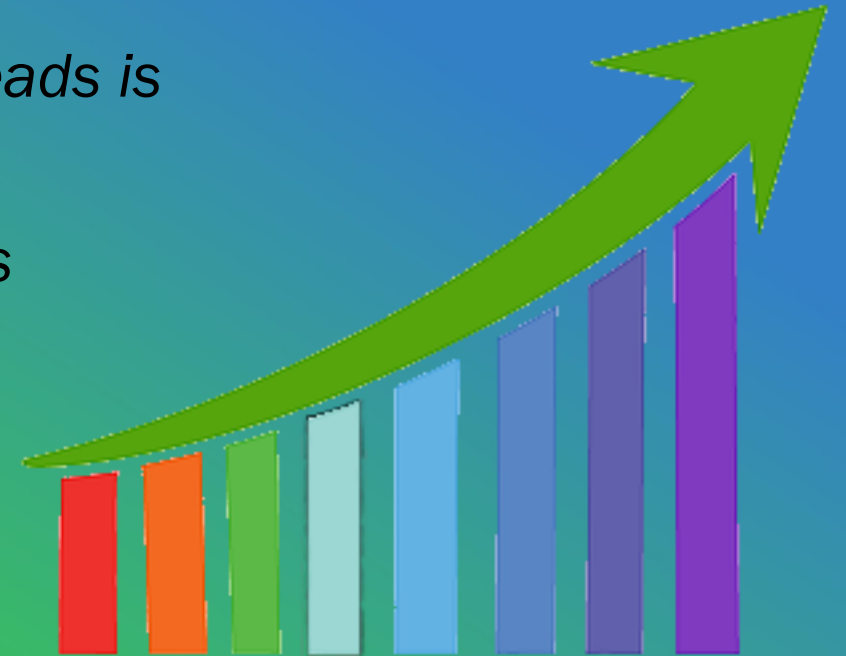
The Lead Generation, Qualification and Monetization Challenge

Stop Spending Resources on Dead Ends

63% of marketers say generating traffic and leads is their top challenge. (<http://www.stateofinbound.com/>)

80% of marketers say their lead generation efforts are only slightly or somewhat effective. (<https://leadgenerationinstitute.com/what-channels-should-the-b2b-industry-use-to-generate-leads/>)

61% of B2B marketers send all leads directly to Sales; however, only 27% of those leads will be qualified. (MarketingSherpa)



CRM*Amplify*

A Premium Lead-scoring Platform Turning Leads Into Results



CRMAmplify supports lead management

- *Promotes sales-ready leads*
- *Identifies the characteristics common to your buyers*
- *Guides your resources toward the strongest leads*
- *Adapts to changing sales patterns*

Increase Effectiveness of Sales Campaigns and Close Rates

- ✓ *Standard Industry close rates range between 1.5% and 3%*
- ✓ *Dramatically boost these close rates by to 75%!*

CRMAmplify improves the process of closing leads efficiently into sales and revenue through unique and real-time dynamic models

Analyze.
Prioritize.
Monetize.



Reduce Time and Money Wasted on Questionable Leads

Remove the need to chase leads that are unlikely to close



CRMAmplify enables greater operational efficiency

- ☐ Prioritizing leads
- ☐ Curtailing the efforts towards weak leads
- ☐ Helping close the strongest customers

Analyze.
Prioritize.
Monetize.

Gain Greater Insights and Better Results From Unique Modeling

Sales campaign specific rather than lead scoring based on generic, industry wide data

CRMAmplify's dynamic lead scoring:

- *Adapts to actual customer behavior*
- *Changes as campaign results change*
- *Creates new scoring models as responses change*
- *Fits the model to your campaign rather than using a one-size-fits-all algorithm*

Analyze.
Prioritize.
Monetize.



Raise Your ROI

CRM*Amplify* Does the Lead Scoring Heavy Lifting *You Close the Sale*

CRMAmplify gives you the lowest cost of ownership for lead scoring

- ❖ *Direct your media efforts towards individuals who will close*
- ❖ *Develop a long-term profitable sales strategy*
- ❖ *Turn customer profiles into actionable plans*

Analyze.
Prioritize.
Monetize.



Transition to lead qualification and real-time modeling data that results in continuous improvements in your sales process



CRMAmplify™

**Because the Only Leads That Matter
are the Ones You Can Close**

**Want to know more?
Get in touch. We would love to hear from you.**

Email: info@CRMAmplify.com