



Salesforce.com Application for Lead Generation

[Mintigo's intelligent lead generation solution has arrived to Salesforce.com](#)

Mintigo's Salesforce application is a comprehensive management tool for B2B lead generation. Our distinctive capabilities in identifying companies' unique CustomerDNA, to later target prospect that perfectly match that customer profile, are now available to Salesforce users. Mintigo's Salesforce application now allows Salesforce users to clone their best customers, generating a fresh flow of high-quality leads to their sales pipes.

With our Salesforce application, businesses can now focus their resources on their most desired prospect profiles, benefiting from Mintigo's track record of boosting the conversion rates of its clients.

Mintigo's Salesforce Application allows to:

- **Create multiple Campaign Profiles** – a user can create a Campaign Profile for each industry or segment in which he would like to get leads from. A Campaign Profile functions as a template out of which a user can place multiple orders for leads.
- **Order leads** – for each created Campaign, a user can order packages of new leads, specifying the desired number of leads. Each order is delivered back to the user as a separate package that can later be tracked and monitored separately.
- **View & monitor all Campaign Profiles and lead orders** – at all times, a user can view and monitor all his created Campaign Profiles, and ongoing and historical lead orders.

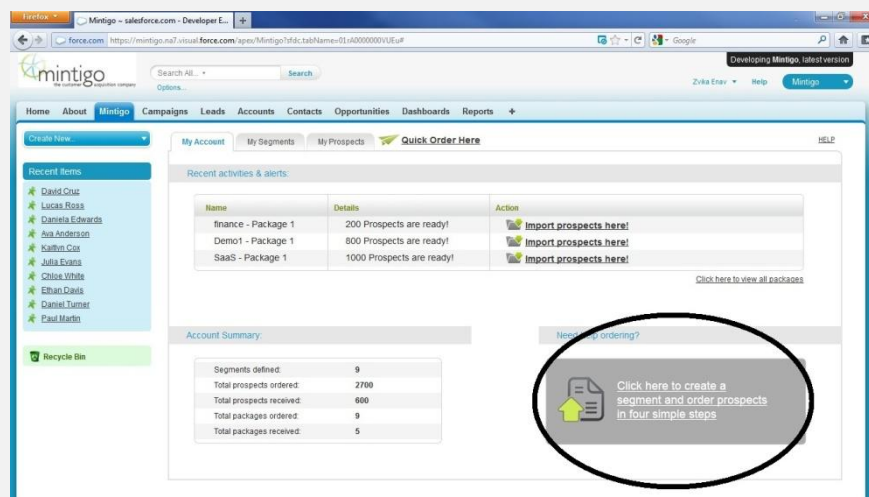
Mintigo's Salesforce Application main benefits are:

- **Boost Pipeline Efficiency** - With the same number of leads in the pipeline, more Mintigo leads convert to sales than from other sources, up to 70% more sales per day.
- **Reach the Right Audience** - Complete and accurate information on both people and companies lets you bypass gatekeepers and directly connect with decision makers, improving pipeline, closing rate, and sales cycle.
- **Easy, Predictable Lead Flow** - It takes you 5 minutes to fill your monthly pipeline capacity - let Mintigo do the heavy lifting for you with a predictable flow of Mintigo-trusted leads.

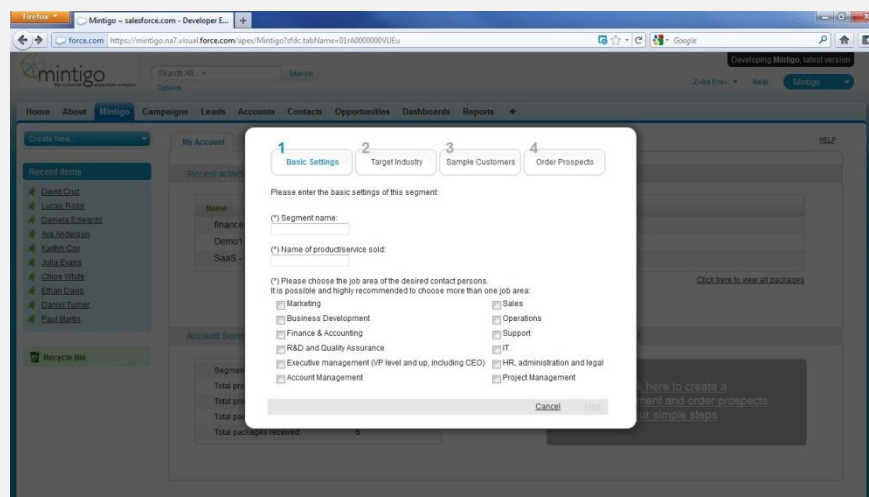
Mintigo's Salesforce Application Tour Guide

Creating your first Mintigo campaign

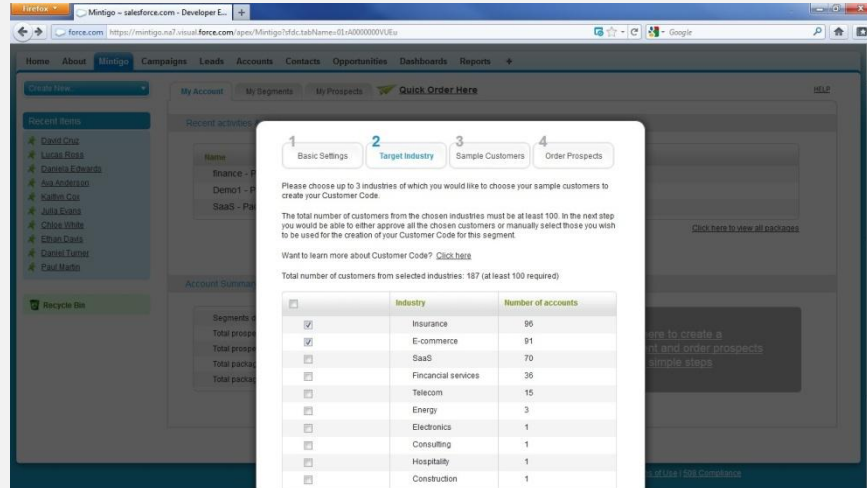
In order to find for you highly receptive leads, we need to first create your CustomerDNA for the desired segment you are targeting. In order to achieve that, we require that you use this application to create a Mintigo campaign. Through the process of creating a segment, you will define the product or service you are selling, whom you would like to approach in the targeted company, and most importantly, you will share with us a sample of at least 150 of your best customers in the targeted segment. This sample of customers will be used by us to generate your CustomerDNA. As seen below, you can start creating a campaign right from the main tab of our application called My Account.



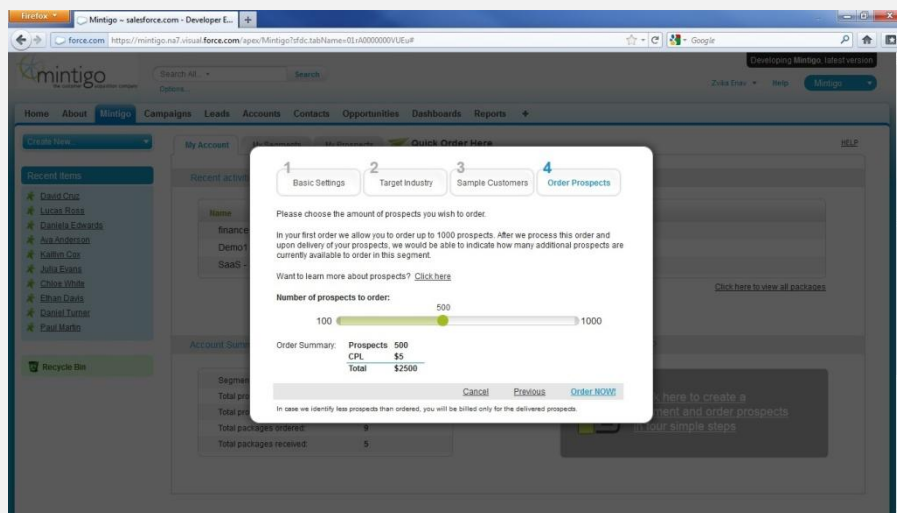
At the first step of the campaign creation wizard, you define which product or service you wish to sell, and then define the job area of the desired contact persons within the companies you wish to target.



In steps 2 and 3, you select out of your existing Salesforce CRM, the companies you would like to use for creating your CustomerDNA. Step 2 allows you to first select the industries you wish to target and in Step 3 you can fine-tune the list of companies taken from the industries selected in Step 2.

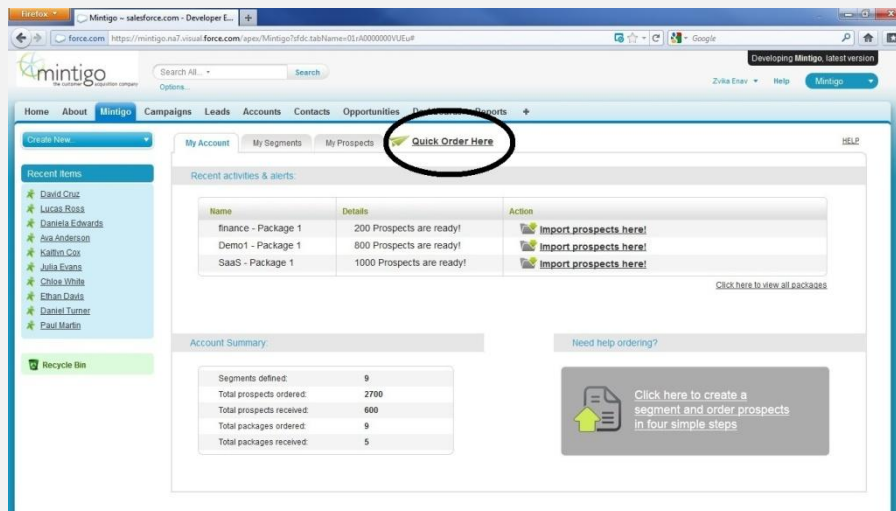


Finally, in Step 4 you choose the amount of leads you wish to order from this newly created campaign. The application will alert you as soon as your leads are ready to be imported. Once you choose to import your leads, they will be imported directly into your existing Salesforce CRM, into your main Leads tab.

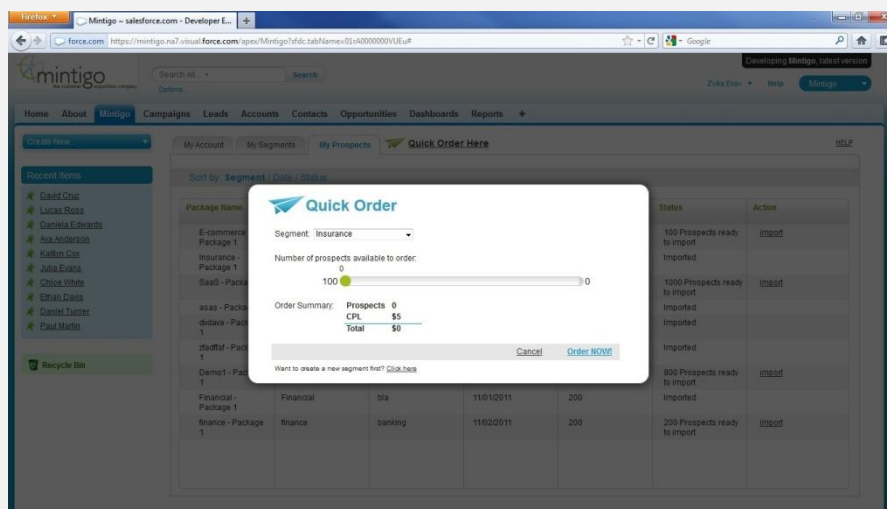


Managing your ongoing lead generation activities

Mintigo's Salesforce application allows you to both create new campaigns and order more leads from existing campaigns. Once you have imported your first order from a newly created campaign, the application will indicate how many more leads are available for ordering from that campaign. Ordering more leads from an existing campaign is even easier and faster than creating a new one, and can be done by clicking the Quick Order Here option at the top of the screen.

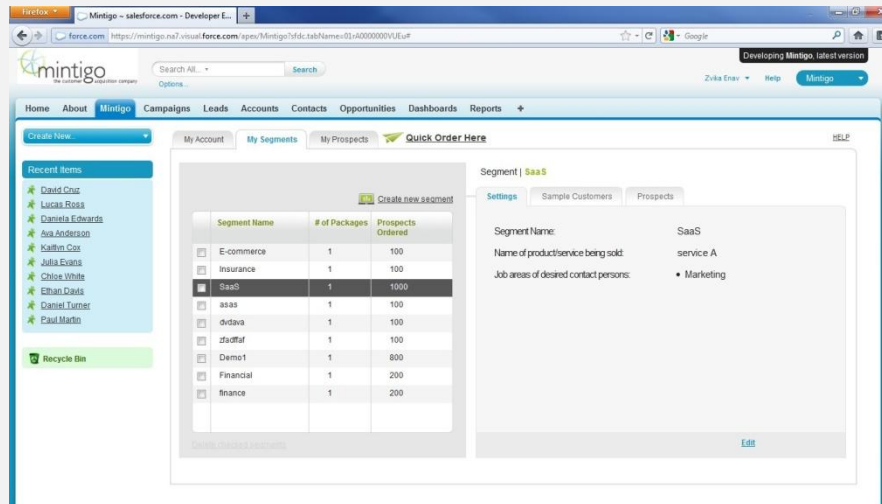


In the Quick Order pop-up, you simply choose the campaign you wish to order leads from, specify the number of leads you desire to buy and then place your order in one click as can be seen below.

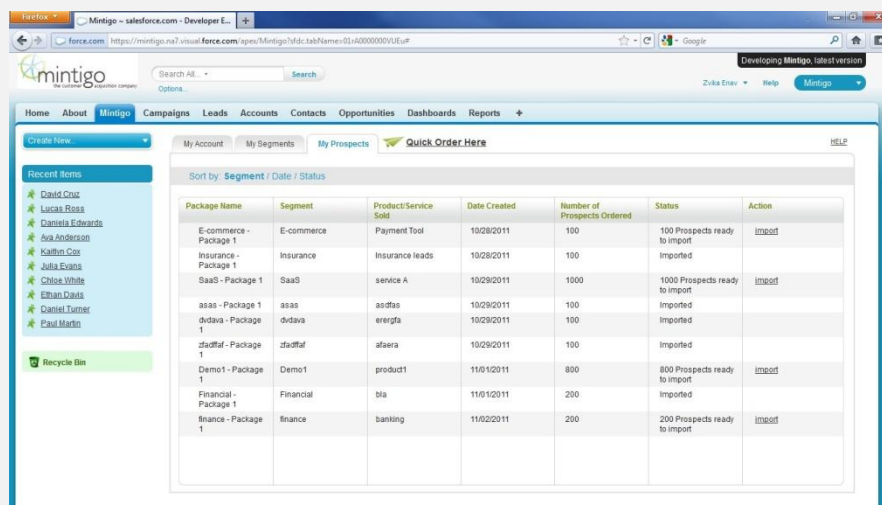


The My Account, My Campaigns and My Orders tabs, allow you to handle a variety of tasks such as to view your existing campaigns and orders, monitor the status of each of your orders, import any pending orders, place new orders from existing campaigns, create new campaigns, delete campaigns and more.

My Campaigns tab:



My Orders tab:



For any further information, please contact us at info@mintigo.com.