

Abstract

If you exhibit at a tradeshow, run a registration kiosk or have web based marketing campaigns Validar can help reduce costs and improve your bottom line. Imagine your event leads in the hands of Sales in minutes. Lead Import can import leads into Salesforce CRM the way you want from any event or AnySource.

Description

Validar Lead Import improves the lead management process for every member of your organization; marketing, sales and your system administrator. With AnySource Web-to-Lead, Validar Lead Capture, and Validar Onsite Registration, Lead Import can now import all online and offline lead sources, creating consistency in projection, management and reporting of your Marketing efforts.

Utilizing Lead Import with Validar Lead Capture or AnySource your organization will spend more time selling and less time importing and managing leads. Contact Validar today and learn why how to increase your bottom line by increasing your close rate and lowering your cost per qualified lead.

Highlights

Name	Description	Type
Dashboard	Overview of the status of all your Lead imports	☐
De-Duping	Exact match and closest matching of Leads and Contacts	☐
Field Level Mapping	Map Validar Lead data to the specific filed targets in Salesforce.com	☐
Lead Creation	Create Leads and leverage your distribution rules	☐
Campaign Assignment	Track effectiveness by assigning the Validar Lead Source to a Campaign	☐
Auto-Task Generation	Create Activities or Tasks to start a new sales workflow	☐
Data Cleansing	Filter out data which don't meet your quality standard	☐



■ = Custom Object, ☐ = Custom Tab, ● = Custom Link, ◆ = Custom S-Control
 ≡ = Plug-In, ✕ = Composite Component

Features and Benefits

- **Import Any Lead Source** (event, trade show, webinar sign up, online survey) or Campaign with AnySource and Validar Lead Capture
- **Lower Cost per Qualified Lead** - Leads are ranked and qualified at the time of capture which ensures your sales organization is focused on the right lead
- **Enforce Data Quality** With Validar Lead Import, leads and contacts are searched for matches prior to import. Our solution will also inform you of closest matches for more complex scenarios. Field level mapping ensures you're not making updates to individual records after import. Our solution promotes data quality best practices.

Key Reports & Dashboards

Name	Description
Campaign Reporting	Measure Marketing ROI by utilizing Campaign Reporting to track
Lead and Contact Reports	Lead and Contact reports to track the lifecycle of the Lead
Activity Reports	Determine how fast leads are being followed up on

Requirements

External Service www.validar.com
Salesforce.com Edition Unlimited, Developer, Professional or Enterprise

Specifications

Publisher Type Validar, Inc
Salesforce.com Certification Composite
Category Yes
Pricing Contact Us

Screenshot

[Setup](#) · [System Log](#) · [Help & Training](#) · [Logout](#)

force.com
apps

Validar Lead Import

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Validar
Lead Import

No Leads Available
New leads have not been uploaded to Validar.

Dashboard
The list of available Lead Sources appears below:

[Create AnySource Form](#)

View: **Active** | Inactive

	Lead Source	Last Response	Available	Processed	Omitted	Matched	Created	Errors
☐	2009 Valdar Export Survey	Mar 06, 2009 (Fri) 02:59 PM	0	8	44	0	8	0
☐	Intirogen landing page - product #1	Mar 06, 2009 (Fri) 12:16 PM	0	1	0	0	1	0
☐	2009 Dietze Export Survey	Mar 05, 2009 (Thu) 02:13 PM	0	7	223	0	7	0
☐	CostCalculator	Feb 27, 2009 (Fri) 07:49 AM	0	59	0	10	49	0
☐	dontaskdontsell	Feb 13, 2009 (Fri) 01:01 PM	0	21	0	6	15	0
☐	Event Manager Inquiry	Nov 26, 2008 (Wed) 12:42 PM	0	2	0	0	2	0
☐	Marketer Inquiry	Nov 24, 2008 (Mon) 08:11 AM	0	4	0	0	4	0
☐	General Email Response (tagged)	Sep 12, 2008 (Fri) 04:01 PM	0	3	0	0	3	0
☐	Lead Manager Inquiry	Dec 04, 2007 (Tue) 07:33 PM	0	4	0	0	4	0
☐	Products	Sep 16, 2007 (Sun) 02:20 PM	0	1	0	0	1	0
☐	Registration Contractor Inquiry	Sep 16, 2007 (Sun) 01:57 PM	0	1	0	0	1	0
☐	Satisfaction Survey		0	0	0	0	0	0

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Validar AnySource OakTree DemoForm.zip

Extract all files

Name	Type	Compressed size	Password ...	Size
ASP	File Folder			
CSharp	File Folder			
ExcelVBA	File Folder			
Html	File Folder			
Java	File Folder			
Json	File Folder			
PHP	File Folder			
VB.Net	File Folder			
Validar AnySource OakTree DemoFor...	Adobe Acrobat 7.0 Docu...	108 KB	No	148 KB

9 items