

validar™



800 Maynard Ave South
Suite 401
Seattle, WA 98134
www.validar.com

VALIDAR LEAD IMPORT FOR APPEXCHANGE WITH ANYSOURCE

Right time, wrong person? Right person, wrong time? Validar Lead Import puts the right person in the hands of your best sales people, immediately. No more wasting time chasing bad leads or lost revenue due to lead decay.



SUMMARY

Validar Lead Import for AppExchange is the premier marketing tool for managing, categorizing and importing offline lead sources, like event registration and tradeshow exhibit lead retrieval into Salesforce CRM. Overall, Lead Import users have a lower cost per lead and improved sales numbers by identifying “Sales Ready” during lead capture. Now Lead Import has AnySource Web to Lead which allows forms to be built in any programming language to maintain your existing user experience. Leads can flow through the same lead management process regardless of the originating source, whether from a tradeshow, webinar, registration page, email marketing campaign or website landing page.

FEATURES AND BENEFITS

Prevent Duplicates » Proprietary matching engine finds matching contacts and leads to prevent duplicates from being created. Closest matches are also identified.

Leverage Campaign and Member Status for Performance Reporting » Set rules that automatically map lead categories to individual campaigns or campaign member statuses. Update Existing Member status from the same campaign.

“ I'd give this app 6 stars if I could. Validar has transformed collecting trade show leads and importing them into salesforce from a week long process to just a few minutes. You need this app. ”

Helen Stonhill
AppExchange Review

AnySource Web To Lead » Validar AnySource is a form building tool which outputs code to support Ajax and Flash applications along with simple HTML. AnySource includes a variety of output formats including ASP, JSON and HTML.

Aggregate Charts » View your campaign effectiveness with regards to generating sales ready leads directly within Salesforce.com.

Lead Categorization » Lead Rank can now filter within Salesforce. Drive your “Sales Ready” only to your best sales people and “Incubate” those leads that aren't quite ready.

Audit Reporting » All Import processing is tracked to the record for full audit.

ADDITIONAL LEAD CAPTURE SERVICES

Validar customers identify qualifying leads at the lowest possible operating costs while measuring the revenue of marketing efforts.

Onsite Registration Manager » Categorize your event attendees by value with a best in class on demand badge printing application.

Universal Lead Capture » Collect leads at any trade show or event. Qualified Leads go to sales or fulfillment in minutes.

To learn more about Validar Lead Import with AnySource and find out what others are saying, visit the Salesforce CRM AppExchange (www.appexchange.com) and type in “Lead Import” into the Find Apps Search. Also, you can visit us at www.validar.com or call today for a demo at 888.784.2929 Ext: 8530.

