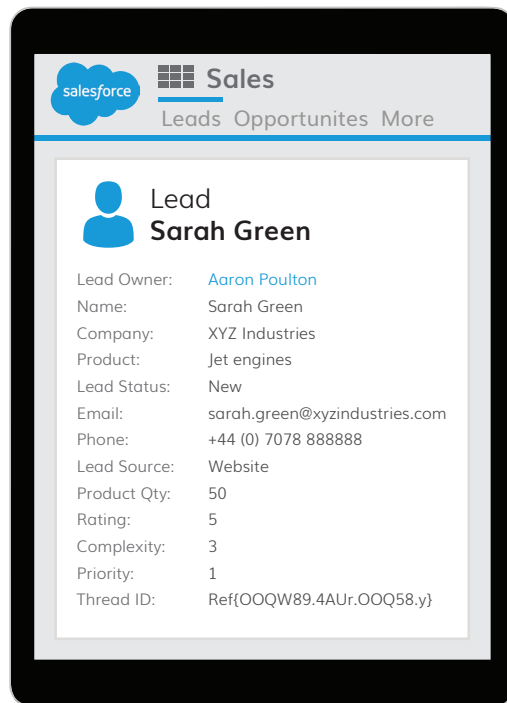


Email-to-anything > Use Case

Email to Lead or Opportunity

How to Create Leads and Opportunities automatically from inbound emails.



THE SOLUTION

Email-to-anything

- ✓ Structured Email to Lead
- ✓ Unstructured Email to Lead
- ✓ Emails auto-update fields
- ✓ Reply to emails from SFDC
- ✓ Full email history in SFDC
- ✓ Ad-hoc Mass/Bulk email

THE CHALLENGES

 Hot Leads are Stuck in the System	 Manual Lead & Opportunity Creation
 Conversion Rates are Suffering	 Custom Code is Hard to Manage

SCENARIOS

- | | | |
|----------------------|-----------------------|---------------------------|
| » Website inquiries | » Loan applications | » Real estate inquiries |
| » Lead capture forms | » Insurance inquiries | » Leads from Lead brokers |
| » Product inquiries | » RFQ or RFP forms | » Membership applications |

WHAT'S YOUR USE CASE?

Tell us about your use case and we'll be happy to jump on a call to go through your business requirements. Alternatively, download e2a from the AppExchange and we'll help you configure it to meet your needs.

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