Genie for Salesforce

Real-time prospecting for sales & marketing

Make no mistake—getting your CRM right is important and urgent. You've invested heavily, and it's the backbone of your business processes and customer strategies. But when your CRM is under utilized or doesn't have accurate data, it can lead to lost productivity, missed opportunities, and lack of ROI tracking. By integrating Genie, you can ensure your CRM investment pays its way!

Data Axle's Genie for Salesforce is a full integration of our leading sales prospecting platform, Genie. It allows users to prospect and manage leads seamlessly between Salesforce and Genie using Data Axle's industry leading data.

Accelerate sales & marketing efforts with quality leads

- Marketing can easily find and prioritize high-quality leads, through hundreds of data elements, to build successful marketing campaigns, improve KPIs, and track ROI
- Sales can fast-track their close rate by finding new contacts and decision makers, and have details at their fingertips, needed to prepare for their initial outreach
- Maximize time and workflows by maintaining lead assignment and territory rules for the entire organization

Deployed in your existing CRM to simplify your tech stack

- Seamlessly integrate with Salesforce providing sales and marketing just one application to manage both their existing customers and lead gen efforts
- Save time by automatically adding leads directly into your CRM whether it's one record at a time or list