

For Marketing

Empower marketing teams with location intelligence, enabling precise audience segmentation, optimized campaign targeting, and data-driven regional strategies.

RealZips Territory
Reg 1 - Northeast / Div 1 - New England
Edit Delete Clone Mass Update Owner

Marketing Coordinator
Benny Andersson
Territory Type
Marketing
Territory Status
Active

Details **Leads** Accounts Contacts

Record Count

Lead Status

- New
- Contacted
- Nurturing
- Qualified

View Report

As of Today at 1:22 PM

Territory Map Related Records Value Proposition Change History

Object: Leads Map View: Marketing Qualified Healthcare Leads

> ✔ Healthcare Leads nurtured and qualified by the Marketing Team. Add to Sales Dev Team Campaign.

Page 1 of 1 (Total 59 Leads)

Map Satellite

Lead Locations (59)

- ★ Alexandra Stillman, Harvardmedicalfacultyphysicians At Bethisraeldeaconessmedicalcenter, - Healthcare - Qualified - Web 330 Brookline Ave, Boston
- ★ Alice Rusk, Greenwich Neurology - Healthcare - Qualified - Trade Show 25 Valley Dr, Greenwich
- ★ Andrew Leader Cramer, Essex Neurological Associates Pc - Healthcare - Qualified - Web 6 Essex Ctr Dr, Peabody
- ★ Arun Rajan, Prime Medical Associates Llc - Healthcare - Qualified - Seminar - Internal 54 Brigham St, New Bedford

Record Count

Lead Source

- Advertisement
- External Referral
- Seminar - Internal
- Trade Show
- Web

Deliver Marketing Success with GeoData

RealZips enriches Salesforce with geographic data, enabling your team to save time and run efficient campaigns:

ENRICH

Marketing teams often struggle with fragmented data, making it impossible to understand regional audience dynamics. RealZips enriches Salesforce records with geographic, demographic, and market data, creating customer segments. With deeper insights, teams can craft targeted campaigns and maximize engagement.

AUTOMATE

Inefficient lead assignments and campaign targeting hinder marketing efforts. RealZips automates audience segmentation, campaign filtering, and enhances lead routing. With GeoData-driven automation, marketing teams can focus on running large campaigns with confidence and boosting conversion rates.

ORGANIZE

Managing marketing regions without geographic metadata leads to campaign inefficiencies. RealZips organizes these regions by ZIP code, county, MSA, and associated sales territories, ensuring seamless alignment across teams. A structured geographic framework unlocks collaboration and boosts marketing efficiency.

EMPOWER

Empower your marketing team with RealZips geographic data, enabling precise audience segmentation, efficient resource allocation, and comprehensive regional performance tracking. This location-driven approach delivers campaign effectiveness and accelerates growth.



Use Cases for Marketing

Enrich Salesforce records with geographic context, team assignments and market data.

BEFORE REALZIPS

Limited geographic context for customer records.
No ability to reference closest sales/service resource.
Hard to run event campaigns based on distance.
Inconsistent results with marketing automation.
Insufficient data for reliable AI-content generation.

AFTER REALZIPS

Segment customers based on geographic areas and market conditions.
Automatically reference nearby stores, partners and team members.
Instantly create campaigns based on travel distance for each invitee.
Upgrade existing automation with geographic data and market insights.
Leverage trusted geographic metadata for hyper-personalized content.

Switch to Data-Driven Marketing

Unlock the full potential of your marketing strategy with RealZips by harnessing geographic intelligence for smarter, more efficient, and highly targeted campaigns. Here are nine use cases that will transform your approach:

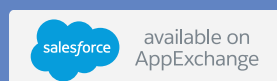
- **Localized Campaign Optimization** – Run campaigns based on local preferences, incentives and market conditions.
- **Distance-Based Event Targeting** – Optimize event success using distance zones, inviting each participant by travel distance.
- **Travel Zone-Based Marketing** – Target customers within travel zones of your sales and support team for better efficiency.
- **Cross-Team Collaboration** – Use RealZips Marketing Regions as a standalone solution or integrate with Sales Territories.
- **Performance-Based Marketing Boost** – Reward highly active sales territories with increased marketing presence.
- **Regulatory Compliance Targeting** – Align marketing efforts with region-specific regulations and local compliance.
- **Market Potential Analysis** – Identify high-value customers and expansion opportunities using data-driven market insights.
- **Cost-Efficient Targeting** – Reduce wasted marketing spend by focusing on high-potential areas with precision targeting.
- **Agentforce AI Marketing** – Leverage AI-driven insights for automated regional campaigns and hyper-personalized outreach.

WHAT OUR CUSTOMERS SAY

Implementing RealZips gave our marketing ops team 15% of their week back and enabled another team! We've saved time and money and the RealZips team is so great to work with -- superb customer service! - A. Olesen

UNLOCK MARKETING SUCCESS

RealZips helps your marketing team reach the right audience with the right message, optimizing engagement and reducing wasted spend. Leverage geographic intelligence to refine campaigns, align with sales, and unlock new market opportunities—turning location data into your competitive advantage.



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