



ENTERPRISE PLATFORMS

Salesforce Lead-to-Revenue Management



Personalize the Buyer Journey and Lead Process

Customers expect seamless and personalized experiences with your brand at every stage of their buying journey. To eliminate friction and more effectively predict and influence the customer lifecycle, you need an integrated solution that aligns your sales and marketing teams.

Perficient's lead-to-revenue capabilities help you develop the right strategy, solution, and governance model to align performance management, marketing strategies, lead management activities, and your sales framework.

Primary Components

- **Strategy:** Centralize your marketing performance-management processes.
- **Journey Design:** Align the buyer journey and lead-to-revenue process to deliver customer value.
- **Lead Management:** Streamline lead generation, scoring, nurturing, and routing through result chains.
- **Platform Foundation:** Modernize your solutions, data, and integration platforms.
- **Insight Model:** Unlock outcome-based insights and analytics powered by AI.

Business Benefits

- Sales and marketing are aligned with mature processes and automation, focusing on the end-to-end customer experience.
- Marketing can create seamless multichannel engagement and adapt to real-time customer data and preferences.
- Enterprises can capture value and measure results more holistically with campaign ROI, marketing attribution, and AI-driven insights.

Why Perficient

We're an Enterprise Salesforce Partner specializing in CRM, data, AI, and personalization. For more than 15 years, we have built industry-specific Salesforce solutions that help Fortune 1000 organizations enable data-driven decisions and deliver personalization at scale.

- 8x Navigator Experts
- 580+ projects
- 1400+ certifications
- 4.8/5.0 CSAT score



Click or scan to check out all of
Perficient's thought leadership.

Only 31% of marketers are fully satisfied with their ability to unify customer data sources.

Source: Salesforce