

Lead Prioritization



FIND YOUR MOST SALES READY LEADS

“Lattice helps us easily understand what makes a prospect most likely to buy. Now we can focus our efforts on the best leads and avoid wasting time on leads that will never close.”

– KEVIN MARASCO, CMO, *HireVue*

SCORE LEADS IN REAL TIME

B2B marketing organizations have implemented marketing automation platforms in hopes of managing the flow of leads generated by their inbound programs. Traditional scoring only incorporates buyer profile and engagement, it doesn't include data on what the buyer needs, or if they are in the market for your solution.

Lattice's predictive scoring adds thousands of buying signals to your existing data and harnesses powerful machine learning to identify the predictive attributes of those leads and accounts most likely to convert.

What this means is now marketers can deliver higher quality pipeline and drive higher conversion rates across the funnel.

1. Prioritize

For companies dealing with significant inbound lead flow, Lattice helps marketing and sales prioritize their efforts on leads that are most likely to convert.

2. Focus

Marketing and sales can focus the number and intensity of touches based on likelihood to convert. Sales reps can spend more time following up with higher propensity leads. Marketing can put higher propensity leads on accelerated nurture tracks.

3. Personalize

Lattice provides a fingerprint of your ideal buyer by highlighting the attributes that make a lead more likely to convert. Marketing can get smarter about the buyer personas and properly tailor content based on these attributes.

CUSTOMER EXAMPLE

DocuSign

“ I liked that Lattice was helping us take lead scoring to the next level...anything I can do to lift what converts and be more efficient is extremely important.”

– VP DEMAND GENERATION, *DocuSign*



Return on investment within 2 months



Increase in win rates

Lead Prioritization

HOW IT WORKS

1. Score Leads in Real Time

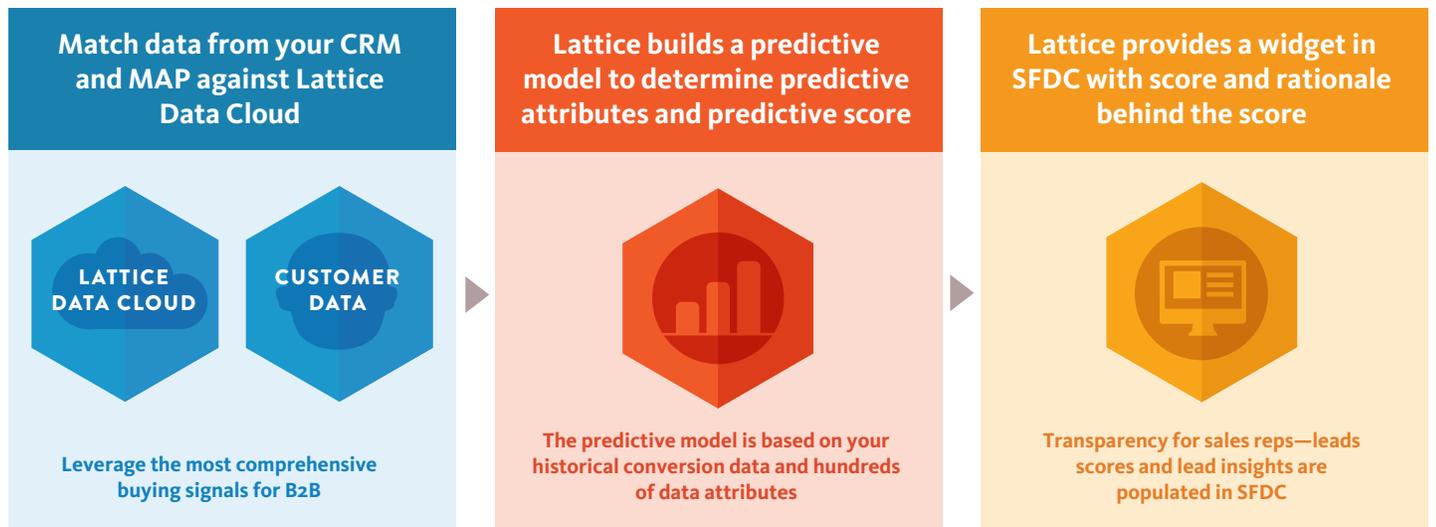
Lattice helps identify sales-ready leads by adding thousands of company-level attributes to each lead, and can create multiple models for different products, segments or geographies.

2. Optimize Nurture Programs

After our machine learning helps companies discover key attributes about their ideal buyers, Lattice will publish scores and predictive insights into marketing automation platforms.

3. Prioritize Sales Follow-Up

With Lattice predictive scores, intent and other buying signals are published into CRM systems, so sales can focus on leads that are most ready to buy now.



Lattice is pioneering the predictive applications market for marketing and sales.

Lattice is ushering in the age of the predictive marketer by offering the most comprehensive and widely used suite of predictive marketing and sales applications available today. As the market leader, Lattice's secure and easy-to-use applications help address every stage of the revenue cycle and deliver proven value to all stakeholders, ultimately resulting in increased conversion rates and accelerated revenue growth for companies of all sizes. Lattice is backed by NEA and Sequoia Capital with headquarters in San Mateo, Calif.

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