ORACLE
Advertising and CX

Do you know about:

increasing **lead response rates and conversion rates**?

without adding additional resources?

You can do more with Lead Scoring!

- **Rank one lead against the other**, based on their profile, interests, buying intentions, and engagement

- **Use lead scores t**o identify where a prospect is in the buying cycle and follow up with the right action

- **Systematically send sales-ready leads to sales,** while nurturing those who are not ready with automated marketing campaigns

- **Automatically re-score thousands of leads** based on their current actions

Administrators

can integrate lead scoring with your CRM to send qualified ranked leads for sales conversations at the right time. For more information, see Integrating Lead Scores with Your CRM

Users

can systematically nurture customers to automate the appropriate follow-up for each lead. For more information, see Lead Scoring

Tremendous benefits:

Efficiently deliver better qualified leads and sales for your business

Drive targeted communications for increased ROI and conversions

Boost customer engagement by providing timely, relevant follow-up

Maximize every touchpoint by scoring and routing leads appropriately

Try it and let us know what you think:

Cloud Customer Connect for Marketing

ALSO IN THIS KIT:

- Video
- Best Practices for Setting Up Lead Scoring