clickpoint® Lead Manager™ with Sales Engagement
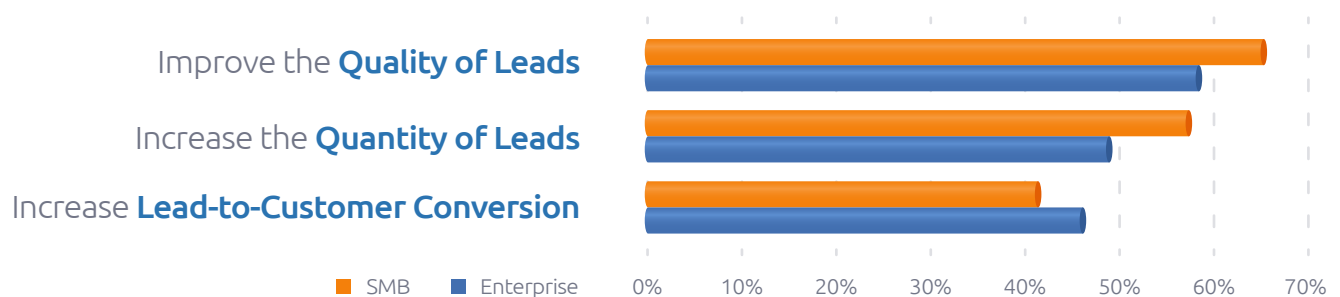
Marketing Overview

A Lead Management and Sales Engagement implementation is not just about distributing leads and ensuring salespeople are actively following up on their leads. To elevate your sales team, you need great leads and lots of them. While ClickPoint Lead Manager does not ensure you are always going to get great leads, it does help you identify problem lead sources which are critical to the success of your team. The easier you can identify strong lead sources while removing underperforming ones, the faster you will scale your sales team.

What are the Most Important Objectives for Your Lead Generation Strategy in the Year Ahead?

Improve the **Quality of Leads**

Increase the **Quantity of Leads**

Increase **Lead-to-Customer Conversion**

■ SMB   ■ Enterprise

0%   10%   20%   30%   40%   50%   60%   70%

Best Practices that Drive Marketing Results

The first roadblock that prevents marketing teams from being able to improve lead quality, lead quantity, and improve lead conversion is lack of transparency from the sales floor when it comes to lead conversion. ClickPoint takes into account not only Lead Source tracking but takes it a step further with Marketing Channel and Campaign tracking. The Campaign solution allows you to set a price per lead and a budget. The budget is critical for determining success from social media and cost per click campaigns where a predetermined lead price is not known. With Campaign budgets, ClickPoint Lead Manager will identify your lead cost, which is then used to determine metrics like CPA (Cost Per Acquisition) which tells you how each Campaign is performing.

Email Nurture

ClickPoint Lead Manager features an email nurture solution that enables marketing departments to add their HTML or plain text emails for delivery to leads based on a variety of factors. Emails can be automatically sent every time a lead is updated, by time interval, or when a prospect opens the email. ClickPoint can deliver notifications to the corresponding salesperson by modal or email when an email is opened. The email nurture solution will show open and delivery results, even ISP delivery. If there is another email solution you already use, don't worry the ClickPoint API can send notifications to external solutions.

Email Statistics

TEMPLATE NAME	SENT	ERRORED	BOUNCED	DELIVERED	OPENED	MARKED SPAM	LINKS CLICKED
Welcome Email All Leads	461	1	33	460	231 (56.11%)	1	14
Initial Sales Call - Contact Attempted	179	0	9	179	104 (58.10%)	0	8
Nurture: Dead Leads - Email 8 - Shopkeep	66	0	3	66	25 (37.88%)	1	0
Nurture: Dead Leads - Email 7 - Scoresense	61	0	3	61	26 (42.62%)	1	0
Nurture: Dead Leads - Email 6 - Playoff.com	61	0	3	61	26 (42.62%)	0	2
Awaiting Payment - Paid In Full Received	45	0	0	45	34 (75.56%)	0	0

Refresh · Export · Filters

Domain Deliverability

Export Data

DOMAIN	SENT	FAILED	SUCCESSFUL
gmail.com	32	0 (0.00%)	32 (100.00%)
yahoo.com	18	6 (33.33%)	12 (66.66%)
aol.com	5	0 (0.00%)	5 (100.00%)

Unread — Success — Opened

DELIVERABILITY
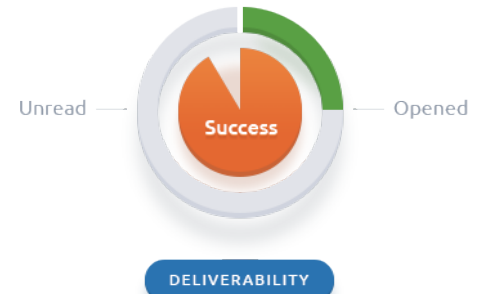
REST API

ClickPoint is built to integrate easily with other software applications and services. The REST API is a cornerstone of the ClickPoint Lead Manager solution. Clients have access to make changes to data within the solution and pull data from the solution through the available REST API. The ClickPoint REST API makes it easy to pull data into powerful BI reporting solutions or other third party applications.

GET /v1/Actions/{actionGuid}   Get Action

Response Class (Status 200)
When Method Succeeds

Model | Example Value

```
{
    "ActionGuid": "00000000-0000-0000-0000-000000000000",
    "LeadStatusGuid": "00000000-0000-0000-0000-000000000000",
    "Name": "string"
}
```

Response Content Type   application/json ▾

Try it out!

About ClickPoint Software

ClickPoint Software is committed to improving the lives of salespeople and their managers by creating sales software that enables sales teams to generate more revenue for themselves. ClickPoint is actively transforming sales organizations through the implementation of their products; ClickPoint Lead Manager™, ClickPoint RingResponse™, and LeadExec Lead Distribution™. Not just a software company, ClickPoint employees embody a shared commitment to the success of every customer by providing Amazing support. From its headquarters in Scottsdale, Arizona ClickPoint has been empowering companies both large and small to dial more leads, sell faster and more efficiently, which leads to more revenue and commission.