

DOUBLE THE SALES GENERATED FROM YOUR MARKETING INVESTMENTS

Our Digital Demand Capture™ service delivers leads that buy and tells you how to close them. All at 100% pay for performance.

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MARKETING
CLOUD



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WHAT IS DIGITAL DEMAND CAPTURE

Digital Demand Capture is a pay-for-performance service that finds the buyers you want to sell to and tells you what you need to know to close them. Every one of the leads we provide includes sales-ready opportunities that immediately become part of your pipeline. You get to evaluate each one and accept and pay for those you value and decline the rest.

Who's the buyer?

- 1 Contact Information
- 2 Description / Situation
- 3 Motivation / Need
- 4 Concerns / Objections

What's the opportunity?

- 5 Purchase Time-Frame
- 6 Products / Quantity
- 7 Budget / Value

What's the next step?

- 8 Buyer's Expectations
Commitments Made

digital demand capture™

<p>1 First Name: Marty</p> <p>2 Last Name: Richins</p> <p>3 Phone Type: 801-823-2963 Mobile</p> <p>4 Email: mrichins@bluelinefarms.com</p> <p>5 Contact Pref: Email</p>	<p>6 Company: Blueline Farms</p> <p>7 Address: 401 Cottonwood Rd. Lisbon NH 03766 US</p> <p>8 Time Frame: <3 Months</p> <p>9 Equipment: MF5600</p>	<p>10 Est. Value: \$69,900</p> <p>11 Budget: \$75,000</p>
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Opportunity:

12 Marty is the sole owner of a landscaping business with a 20-year reputation in rural New Hampshire. Over 90% of his business is in commercial work. 13 He has been renting equipment and believes buying would provide a significant savings for him at this point. He would like something in the 90HP range with a loader and premium cab. He would need to be able to put it on a trailer for towing with a 1-ton Pick-up truck between job sites since he maintains over 600 acres in total.

We went through the 5600 series and his comments were, 'This looks like it may be perfect!' 14 Marty's concerns are distance to the closest dealer for parts or repairs and making sure there is little to no delay on the loader joystick. Marty is anxious to be called any time during the week and is looking forward to a demo of the 5600.

Next Steps:

15 Provide Marty with a test drive of the 5600 and specifically make sure to show him there is zero delay in the joystick to loader movement. Also, based on distance, make sure he is aware of the mobile parts and repair service included with his purchase.

Accept Opportunity

[Decline this opportunity](#)

HOW WE DOUBLE YOUR SALES

Your marketing investments are designed to drive more sales. Opportunities exist on your website today but industry averages show around 90% of those opportunities aren't being captured. Of the opportunities that are captured more than 50% are ignored by sales. We have unique tools and methodologies that are laser focused on capturing incremental opportunities that are driven from your marketing investments and accommodating the majority of sales teams that want leads with more context. – Data provided by CEB Marketing Leadership Council, 2013

1. Find the buyers

You are investing in marketing and have plenty of site traffic. You also have plenty of active buyers that are coming and going without leaving a trace. Our innovative tools are able to monitor behaviors and find those that are potential buyers **before** they leave your site.

2. Have the conversations

Web sites are notoriously bad at aligning with the many different types of buyers and motivating them to convert. Our tools and experts utilize persona based selling and dynamic content that resonates with **all** your different types of buyers to funnel them into a chat conversation with a human expert.

3. Uncover the opportunities

Our experts don't sell your products or services, they **facilitate buying**. While effectively representing your brand and unique value propositions they are able to build rapport and uncover the buyer's specific situations, motivations, concerns and other opportunity details. These opportunities are then submitted to your team for review.

WHAT'S NEXT

Visit our website below to **request a risk free trial** of the Digital Demand Capture service:

www.digitaldemandcapture.com/marketo

Here you'll get to experience how we leverage dynamic content and personalized messaging to funnel buyers into a live conversation with one of our experts.

Here you'll also be able to do things like:

- **Watch a quick video demonstration** of how Digital Demand Capture dynamically injects content into the visitor experience for the purpose of funneling them into a live conversation.
- **Experience a live demo** so you can see for yourself how we capture and deliver sales ready opportunities.
- **Get a custom Digital Demand Capture plan** that tells you how we will engage with your traffic and how we will deliver sales ready opportunities to your team.
- **See real case studies from real clients** where Digital Demand Capture has made a serious impact on the results our clients were experiencing.

Start delivering leads that buy to your sales team with
Digital Demand Capture

Our 100% pay for performance service layered on top of your marketing efforts has proven to drive 2x more results and reduce sales cycles by 3x.

 **Lead Anywhere**TM
NEVER MISS A SALE

Lead Anywhere
2036 Lincoln Ave. Suite 202
Ogden, UT 84401
800.284.1065

Added \$500K in pipelined opportunities the first two weeks

Approach

Investing heavily in automated marketing activities, Netgear needed to capture more of the demand visiting their business pages. With Digital Demand Capture, the approach was for the system to identify potential buyers and dynamically change site content to motivate these buyers into a chat conversation to get a compatibility assessment, custom case study, or price quote.

Outcome

Within the first two weeks of pay for performance services Lead Anywhere was able to capture an incremental \$500K in actionable opportunities for the Netgear sales team. Integrating with their Marketing Automation and Salesforce.com platforms enabled immediate response by sales teams, and adding them to relevant nurturing

NETGEAR[®]
Connect with Innovation™



Immediate Results

2.3x Initial Revenue Injection
Digital Demand Capture generated over \$500K in pipelined opportunities in less than two weeks in addition to \$150K they were already generating.

Better Quality

7x Less Sales Effort
Netgear sales teams noticed that the quality of the sales opportunities Digital Demand Capture sent required seven times less effort to close.

Bigger Return

9:1 Return
Layering Digital Demand Capture over Netgear's marketing platform generated \$9 for every \$1 it was delivering as a standalone solution.