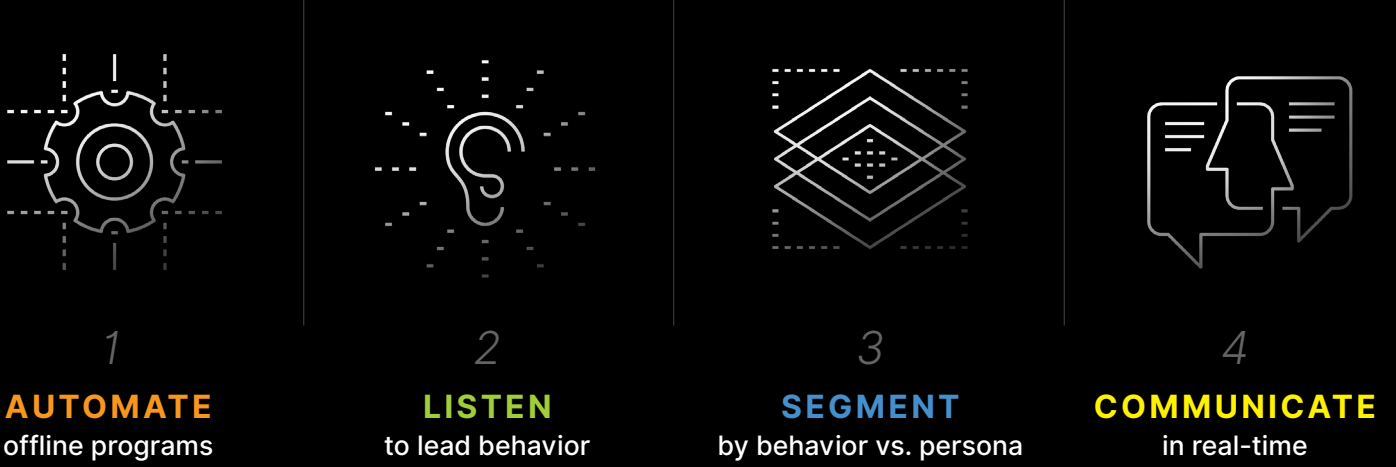


# How to Scale Demand Gen and Increase Resource Efficiency.

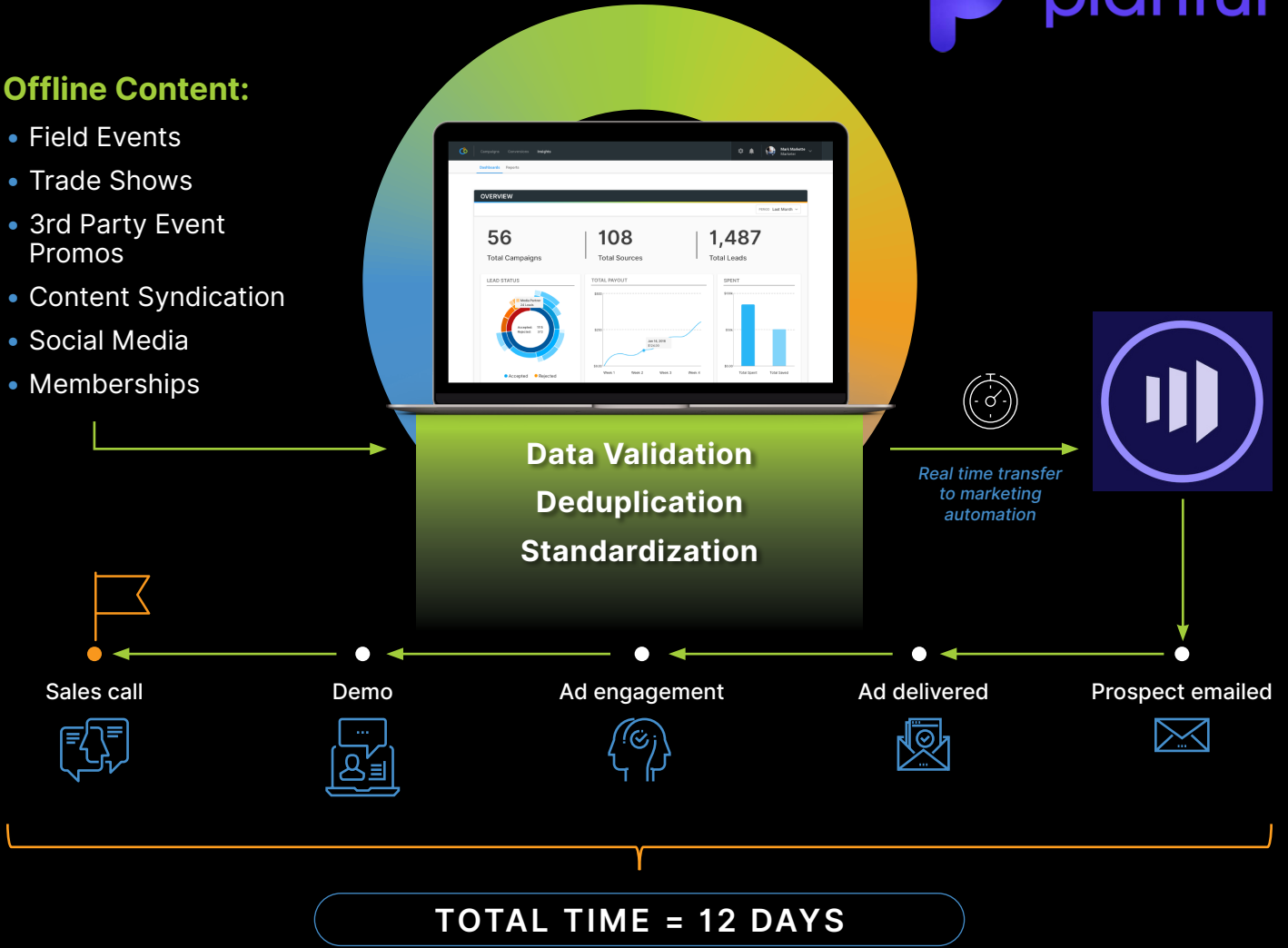


## Lead Acceleration



### Offline Content:

- Field Events
- Trade Shows
- 3rd Party Event Promos
- Content Syndication
- Social Media
- Memberships



## planful results.

<p><b>18%</b> ↑ Increase Email open rate</p>	<p><b>42%</b> ↑ Increase Pipeline value</p>	<p><b>50%</b> ↓ Decrease Length of sales cycle</p>
<p><b>25%</b> ↑ Increase Click engagement</p>	<p><b>25%</b> ↑ Increase Same quarter lead to deal conversion</p>	<p><b>10</b> Hrs.  Saved Monthly Replacing manual processes</p>

“We had a mission to automate all offline programs. Between events, content syndication, paid social media, webinars, and review sites, manual processing of list information was a significant drain on resources. With Integrate, all programs run through a single platform, eliminating lists and manual tasks to manage data quality. There is no waiting for batch lead delivery, and happy team members are happy. The results speak for themselves.”

—VP OF GROWTH MARKETING, PLANFUL