

10 Reasons Why You Need a Lead Management Process

71% of qualified leads are never followed up on.

1

Only **56%** of B2B companies verify business leads before passing to the sales team.

2

By committing to at least **6** touches, you increase the likelihood of making contact by up to **70%**.

3

Organizations with an SLA are **3x** as likely to be effective.

4

Lead generation, sales, and lead nurturing are the top **3** organizational objectives for content marketers

5

Only about **22%** of businesses are satisfied with their conversion rates.

6

8

Businesses who nurture leads make **50%** more sales at a cost **33%** less than non-nurtured prospects.

7

Companies that automate lead management see a **10%** or more bump in revenue in **6-9** months time.

Mapping the customer experience and use of personalized content are deemed the most effective tactics for optimizing marketing automation.

9

40% of salespeople still use informal means such as Microsoft Excel or Outlook to store lead and customer data.

10

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