

# RINGLEAD ROUTE

## Supercharge your revenue engine with data-driven lead routing.

RingLead helps organizations drive action, efficiency, and insight from their most valuable asset - data.

## WHY RINGLEAD ROUTE

### Routing precision and accuracy

Get the right lead to the right rep at the right time, every time.

### Simplicity in your lead assignment

Easily build, track, and update routing flows. No data science degree required.

### Bridge the sales-marketing divide with higher-quality leads

Capitalize on powerful prerequisite data operations in your routing flows.

### Enable frictionless buyer experiences

Decrease engagement time and get the sales cycle started on the right foot.

### Smarter lead management

Have precise control in governing how, when, and where your leads flow.



"I am always looking for the latest and greatest. With the whole complement of the entire (RingLead) suite, our data professionals were able to be instrumental in re-aligning our data."

**Laura Penney**  
Marketing Coordinator,  
A10 Capital

# KEY SPECS

## Weighted Round Robin NEW

Now you can give weight to each rep on your team so they can take more/fewer leads from the queue without disrupting the round robin flow

## Data Ops Synergy

Automatically normalize, enrich, segment, account match, and dedupe incoming leads before they get handed off to sales.

## High-level Conditions

RingLead Route analyzes five high-level conditions before routing to determine the appropriate workflow: Account Match, Contact Match, Person Lead Match, Company Lead Match, & No Match.

## Customizable Routing Rules

Set operant conditions that meet your exact lead management needs or configure round robin capabilities to evenly distribute leads among your team.

## Simple Workflows

View and edit your workflows, rule criteria, owner options, and field updates without the need for complicated decision trees.

## Advanced Rules Engine

Set up routing rules based on territory, industry, company size, or other custom criteria; or enable round-robin routing for even distribution.

## Activity Reports for Transparency

View your routing activity with matching results, routing rule applied, owner assigned, and fields updated all in one easy-to-view report.

## Integrations

With a simple set up, easy-to-follow instructions, intuitive user interface, and a team of dedicated support specialists, clean data is only a few clicks away.

• **Salesforce**

• **Marketo**

• **Pardot**