

# FirstRain<sup>®</sup> Product Enhancement

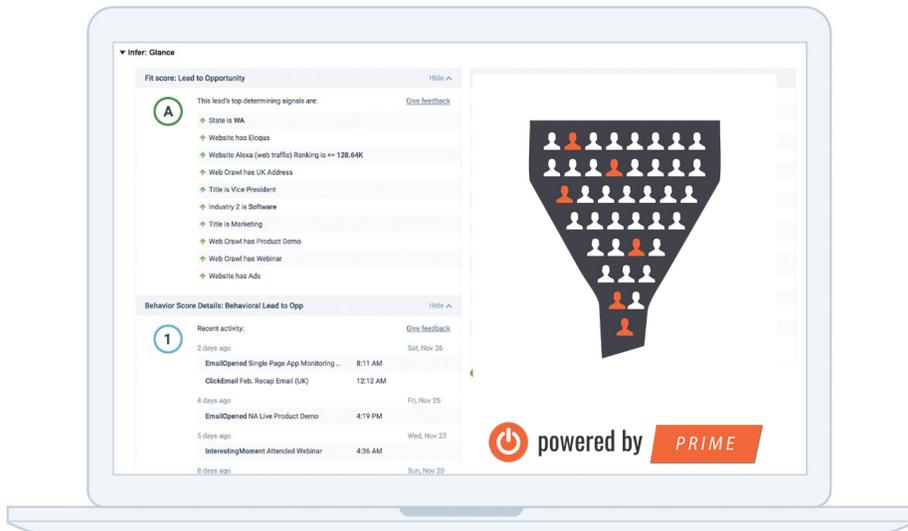
Enhance Your FirstRain Platform for Better Sales and Marketing

Powered by Ignite Infer<sup>®</sup>

## Lead And Account Scoring Based On Data Science

Combine predictive lead scoring and profile management to your existing FirstRain business intelligence analytics to drive improved sales and marketing results.

Use the new AI functionality to automatically find patterns for your best-fit prospects and add scoring information to your lead, opportunity, contact or account pages in your CRM system. Create a sales call queue based on win probability, and include predicted closing rate to estimate a realistic funnel value.



### VALUE OF PREDICTIVE LEAD SCORING & PROFILE MANAGEMENT

Optimize sales and marketing operations by scoring large amounts of inbound leads, contacts, and accounts in **real-time**

**Increase ROI** by improving MQLs and prioritizing sales efforts on the leads and accounts that will drive the most revenue

**Segment and distribute leads** appropriately and fairly across sales teams

Identify the effectiveness of campaigns by market segment, to inform **ongoing improvement in targeting and segmentation**

### For Sales Teams

Focus sales time on the highest priority leads to maximize close rates and eliminate wasted time working on lower quality leads

### For Marketing Teams

Score and analyze leads to know where to best inject marketing strategy and campaigns to advance leads and build funnel velocity

## BENEFITS FOR SALES & MARKETING

### Prioritized Lead Queue

In fast-paced environments with thousands of new leads, choose wisely which leads to approach first, instead of wasting time on guessing lead quality. Use data science and know the estimated closing probability upfront.

### Surface Gold From Nurture Campaigns

Use predictive behavior scoring to detect where prospects are in their purchase journey. Wait for the ideal time for sales to engage.

### Instant Campaign Validation

After planning your campaign with FirstRain Insights, it's time to measure its effectiveness. Instant scoring of generated leads provides a predicted value of the campaign output, forecasting a much more detailed campaign ROI, rather than just simply counting the volume of leads generated. The same tool can also help in precisely targeting your next marketing campaign.

## Boost Your Bottom Line

*"Infer is a great way of setting a quality bar for all leads we receive and work with. Their scoring system allows us to measure each lead and how it rates against the standard that we have defined. Infer adds value to my SDR team's efficiency. It allows them to prioritize the leads better to help their lead-to-qualified-conversion."*

*David Morris  
Vice President of Sales  
Kayako*

### Request FirstRain's predictive lead scoring capability today.

This enhanced predictive analytics capability for FirstRain, Ignite's Infer platform, is available today, complimentary for all customers with an active Ignite FirstRain contract. It is offered through Ignite's exclusive customer benefit program, Ignite Prime. For all the details, including eligibility confirmation, contact your Ignite Customer Success Manager.

### For More Information

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