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REINVENTING YOUR CRM FOR SUCCESS

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Understanding Lead Buyers & Their Challenges

Lead acquisition fuels the growth of publishers and direct brands. But it's not just about buying leads; it's a multifaceted process. From pinpointing your target audience to choosing the right channels and crafting compelling offers, there's a lot involved. Yet, many lead buyers rely solely on CRM systems to manage their leads alongside other sales and marketing tasks.

According to Salesforce's State of the Connected Customer Report, 31% of marketers struggle to share a unified view of customer data across different departments. This guide dives deep into the challenges faced by lead buyers due to the limitations of CRM systems. It also provides insights on how to enhance traditional CRM solutions with integrated tools to streamline lead acquisition and management.

Lead Acquisition Process

Lead acquisition starts with strategic marketing campaigns across various channels. Publishers use digital assets like websites and social media, while direct brands employ tactics like SEO and PPC advertising. Both aim to attract potential customers with engaging content and offers.

As leads enter the acquisition funnel, publishers and direct brands use sophisticated methods to capture prospect data. From lead capture forms to interactive content, every touchpoint is an opportunity to gather valuable information and nurture the relationship.

Once captured, lead data undergoes validation and qualification processes to ensure accuracy and relevance, minimizing wasted resources on low-quality prospects.

Understanding Lead Buyers & Their Challenges

Common Pain Points

Depending on a CRM system can be tough for lead buyers, especially if you're grappling with the complexities of effectively tracking, attributing, and managing top-of-funnel leads generated through affiliate partnerships.

When you push top-of-funnel leads into a CRM without proper verification, validation, and qualification processes, it can lead to inefficiencies, decreased lead quality, wasted money, and missed opportunities for growth. Here's how:

- **Verification & Validation:** Skipping lead verification and validation can result in inaccurate or invalid data, leading to wasted resources and decreased conversion rates.

- **Qualification:** Not qualifying leads properly can flood your CRM with low-quality leads, making it harder for sales teams to prioritize and convert high-potential leads.

- **Incomplete Visibility:** Without full visibility into inbound traffic and lead sources, you might miss valuable insights into your marketing channels' effectiveness, hindering optimization efforts and optimal resource allocation.

- **Competitive Bidding:** The inability to bid competitively on leads can result in accepting low-quality leads at higher costs, impacting profitability.

- **Lead Rejection Capability:** Without the ability to reject a lead from a publisher, especially in a pay-per-lead model, lead buyers risk wasting money on leads that don't meet their quality criteria and are ultimately deemed unbillable.

- **Fraud Mitigation:** Without robust fraud detection, you're vulnerable to fraudulent leads that skew metrics and drain resources.

- **Data Consolidation:** Failing to consolidate all affiliate data into one platform before pushing it into the CRM can lead to fragmented data silos and inconsistencies in lead management processes, making it hard to track performance effectively.

Implementing a dedicated lead tracking and distribution system like Phonexa can address these issues and streamline the lead acquisition process for improved results.

The Limitations of Traditional CRM Systems

Lead buyers solely dependent on a CRM system may struggle to measure the effectiveness of their affiliate partnerships, optimize their marketing efforts, and maximize the ROI from their affiliate programs.

When taking in affiliate traffic, buying leads, or calls, you need a system equipped with features that do what your CRM cannot.

The Drawbacks of Relying Solely on a CRM System

If you're relying solely on a CRM system, you might be missing out on crucial features needed to effectively manage your affiliate partnerships and maximize ROI from your affiliate programs. Consider this scenario:

Let's say you're running an affiliate program using a CRM system, partnering with bloggers, influencers, and industry experts to generate leads. However, as your program grows and leads increase, you encounter several challenges:

- **Limited Lead Tracking Capabilities:** Your CRM lacks robust lead tracking tailored to affiliate marketing, making it difficult to accurately attribute leads to specific affiliates. You can't properly consolidate data across multiple affiliate networks when working with standalone affiliates and influencers - it's inefficient, and tracking links won't resolve this issue. As a result, measuring the effectiveness of your partnerships and allocating commissions becomes a headache.

- **Lack of Affiliate-Specific Insights:** A CRM provides limited visibility into affiliate-specific performance metrics, such as conversion rates and lead quality. Without detailed insights, optimizing your efforts and nurturing fruitful partnerships becomes tricky.

- **Inefficient Commission Management:** You struggle to accurately calculate and track commissions owed to affiliates since a CRM isn't equipped to handle this efficiently. Manual commission calculations and discrepancies in attribution often result in disputes with affiliates and strained relationships.

- **Scalability Issues:** As the affiliate program grows, performance issues, data duplication, and scalability limitations hinder your ability to scale your affiliate marketing operations. You soon realize a CRM system cannot effectively handle the increasing volume of affiliate-generated leads. For leads and calls, you can view consumer use cases ahead of time before you actually buy that lead with a pre-ping. You can't do that with a CRM system.

Implementing a specialized solution for affiliate marketing can help you overcome these challenges and maximize the performance of your affiliate program.

The Limitations of Traditional CRM Systems

Essential Features CRM Systems Lack

The following are essential features that CRM systems lack, particularly in managing affiliate traffic, buying leads, or handling calls.

Real-Time Lead Distribution

Traditional CRM systems fall short when it comes to real-time lead distribution, which is especially crucial for managing high-volume lead channels like affiliate traffic or purchased leads.

Solution:

A lead distribution platform steps in, automatically routing leads to sales reps or call center agents based on set rules to ensure quick follow-ups and maximize conversion opportunities.

Dynamic Call Routing

Unlike specialized call routing software, traditional CRMs do not offer dynamic call routing capabilities.

Solution:

Dynamic call routing software like Phonexa's Call Logic can route incoming calls to agents or departments based on caller location, time of day, IVR selections, or agent availability. Plus, it keeps track of where the calls are coming from and which campaign they're linked to. It's all about making sure every call is handled smoothly, and your customers get a great experience.

Lead Validation and Filtering

When it comes to lead validation and filtering, traditional CRM systems often lack the advanced tools needed to weed out low-quality or invalid leads.

Solution:

Lead distribution platforms like Phonexa's LMS Sync offer robust lead validation features, including real-time verification, duplicate detection, and fraud prevention, ensuring only quality leads are distributed.

The Limitations of Traditional CRM Systems

Essential Features CRM Systems Lack

Multi-Channel Integration

Many CRM systems only offer basic integrations with email or web forms, leaving you without comprehensive multi-channel integration.

> **Solution:**
>
> With lead distribution solutions, you get seamless integration across various marketing channels and lead sources. Whether it's affiliate networks, lead generation platforms, social media, or advertising campaigns, you'll have everything centralized in one data hub you own. Say goodbye to siloed inbound and purchased leads!

Performance Analytics and Reporting

Traditional CRM systems provide basic reporting and analytics but typically don't include specialized tools for tracking lead generation and call routing performance.

> **Solution:**
>
> Advanced analytics and reporting tools in lead distribution and call routing systems offer insights into lead performance, call handling metrics, conversion rates, and ROI, empowering you to optimize strategies and achieve better results when buying leads.

Compliance & Security

When it comes to compliance and security, traditional CRM systems may not provide the level of protection needed for lead generation and call routing activities.

> **Solution:**
>
> Lead distribution and call routing platforms come equipped with built-in compliance features like TCPA and GDPR compliance, call recording, and data encryption, adhering to data privacy and regulatory mandates.

The Need for a System in Front of a CRM

Industries that thrive on buying leads from third parties include auto insurance, Medicare, solar, loans, mass tort, personal injury, and home remodeling, just to name a few. Staying competitive necessitates utilizing finely calibrated tools that align with the intricacies of your affiliate program.

At a time when each click, impression, and engagement holds significance, publishers and direct brands must leverage sophisticated systems to efficiently oversee their outreach endeavors.

Complementing Your CRM

End-service providers such as direct brands, lead buyers, and advertisers employ CRMs, whereas lead generation businesses utilize lead tracking and distribution systems to subsequently sell leads to end-users, often through ping post systems for automated and intelligent routing across multiple purchasing entities and brands.

A robust lead management and distribution system empowers you to monitor, route, and sell incoming leads to your network of buyers instantly. With built-in form builders, integration tools, and affiliate management features, advanced lead distribution software complements your CRM, boosting lead generation and conversion efficiency.

To enhance lead generation and streamline conversions, it's crucial to recognize the distinct role that lead tracking and distribution systems play in complementing CRMs.
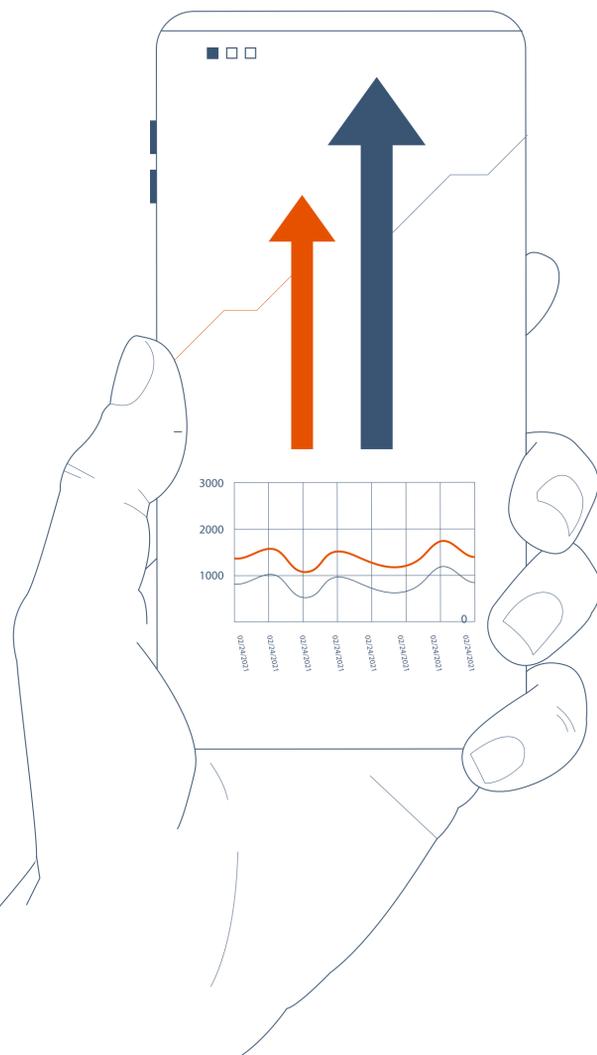
The Need for a System in Front of a CRM

Unlocking a Competitive Advantage

Now that we've identified why lead buyers require specialized tools for effective lead management, let's explore the functionalities and benefits of integrating a lead tracking and distribution system alongside your CRM.

Lead Tracking

- **Affiliate & Publisher Collaboration:** A comprehensive lead-tracking platform fosters communication and collaboration among affiliate marketers and publishers. It commonly incorporates functionalities to monitor the performance of various affiliates, including their lead conversion rates and earned commissions. Additionally, these platforms typically offer tools such as form builders for publishers and APIs for seamless integrations.

- **Tracking & Attribution:** An affiliate-centric platform like Phonexa prioritizes precise tracking and attribution of leads and sales to specific sources, whether individual publishers or campaigns across multiple channels. This aspect is pivotal for accurately determining commissions and compensating affiliates accordingly.

- **Real-time Analytics:** Real-time reporting and analytics are indispensable, empowering affiliates and networks to monitor lead performance, gauge campaign success, and make informed, data-driven decisions. Research shows that 72% of high-performing marketers have the capability to analyze marketing performance in real-time, affording them a competitive edge in promptly responding to and optimizing campaign performance.

Lead Distribution

- **Lead Generation & Distribution:** A lead distribution platform is dedicated to capturing and managing leads sourced from various marketing channels, such as affiliate websites, online advertisements, and social media. It guarantees the efficient distribution of these leads among affiliates, ensuring equitable allocation and maximizing conversion opportunities.

- **Ping Post Software for Dynamic Lead Distribution:** Ping post software represents a dynamic lead exchange solution designed to swiftly match and dispatch incoming leads to the most appropriate buyers. This ensures rapid and efficient lead distribution in real time, enhancing overall lead management efficiency.

- **Distribution:** A robust lead distribution platform provides tools to assist affiliates in optimizing their lead conversion strategies. These tools could encompass A/B testing, landing page optimization, and other techniques aimed at enhancing conversion rates and maximizing lead generation effectiveness.

Tools to Empower Lead Buyers

Let's dive into the must-have tools that lead buyers should consider to simplify their lead acquisition and boost ROI. These tools address the specific challenges lead buyers encounter when managing and making the most of their incoming leads.

Optimizing Lead Management Processes

Using Phonexa's LMS Sync to manage leads combined with Call Logic for call management offers lead buyers a straightforward and effective way to handle lead acquisition, validation, and distribution.

With LMS Sync, lead buyers get a centralized lead management system that automates tasks, connects marketing and sales teams, and centralizes lead data. Its advanced lead-scoring feature lets lead buyers focus on high-potential leads first, ensuring that the most promising prospects receive timely follow-ups.

Plus, LMS Sync goes beyond basic lead management. It enriches lead profiles with details like demographics and behavior, making it easier for lead buyers to target their audience and increase conversions.

In addition, LMS Sync comes with comprehensive tracking and analytics tools. These allow lead buyers to keep an eye on lead performance, evaluate campaign effectiveness, and make data-driven decisions to fine-tune their lead-generation strategies.

Complementing LMS Sync, Call Logic offers advanced call management features. It lets lead buyers effortlessly handle inbound calls, making sure each lead interaction is captured and routed to the right salesperson instantly. When integrated with LMS Sync, Call Logic automates lead distribution based on specific rules, further simplifying the lead acquisition journey and speeding up conversion from lead to revenue.

By embracing these powerful tools, you can supercharge your lead generation, improve conversion rates, and gain insights to refine your lead management approach.

Tools to Empower Lead Buyers

Use Cases

Let's look at some real-world scenarios to understand the benefits of combining a CRM system with marketing automation for smooth lead capture and management.

Prioritizing Leads

Automating lead scoring based on actions like website visits, email opens, and form submissions helps sort leads. High-scoring ones go straight to the sales team for immediate attention, while lower-scoring leads get nurtured through automated emails. This way, the sales team can focus on the most promising leads, boosting efficiency and conversions.

Automated Lead Nurturing Campaigns

By using data from the CRM to understand lead behaviors and preferences, publishers and brands can send personalized emails, educational content, and reminders. Automating these nurture campaigns keeps leads engaged, builds trust, and increases the chances of conversions.

Closed-Loop Reporting and Analytics

By syncing data between the CRM and marketing tools, you can monitor the entire lead lifecycle from the first contact to closing a deal. This data can identify which campaigns bring in the best leads and the best returns, allowing businesses to refine marketing efforts, use resources more wisely, and improve lead-generation tactics.

Efficient Lead Routing & Distribution

Leads are captured, enriched with campaign data, and then sent to the right salesperson based on factors like location and interest. Automating this process ensures timely follow-ups by the most suitable sales reps, speeding up conversions from leads to customers.

Best Practices & Considerations for Implementing Integrated Solutions

The following are key factors to consider when seeking integrated solutions like Phonexa to complement your CRM.

Selecting the Right Tools

When picking tools like Phonexa to enhance your CRM, consider a few things:

- **Compatibility:** Make sure the new tools work well with your existing systems, including your CRM.
- **Scalability:** Check if the tools can grow with your business needs.
- **User-Friendly:** Ensure the tools are easy to use to facilitate adoption and productivity.

By keeping these points in mind, publishers and brands can pick a solution like Phonexa that fits their needs and sets them up for long-term success.

Successful Implementation

For a smooth integration process, follow these steps:

- **Assess Your Systems:** Understand your current setup to identify integration needs and goals.
- **Plan the Integration:** Outline a clear plan with timelines, milestones, and responsibilities.
- **Test Thoroughly:** Before rolling out, test the integration to catch and fix any issues.
- **Monitor and Optimize:** Keep an eye on the integrated systems to ensure they meet your business goals and make adjustments as needed.

By taking these steps, you can successfully integrate solutions and make the most of your investment.
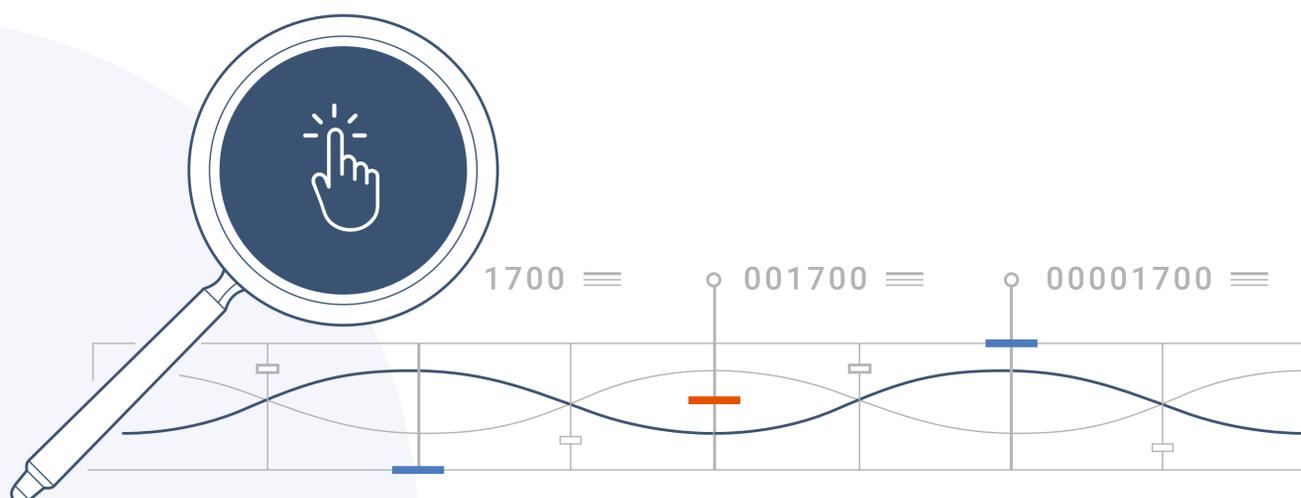
Conclusion

Understanding the hurdles lead buyers encounter is crucial for navigating the complex landscape of lead acquisition.

Using just a CRM has its limits. By pairing a CRM with specialized lead tracking and distribution tools, you can tackle common challenges in lead acquisition and management. This approach not only gives you an edge in affiliate marketing but also helps you seize lead generation chances and bolster ROI from affiliate collaborations.

Harness the Power of Phonexa's Automated Performance Marketing Solutions

The Phonexa suite provides a full range of tools to simplify and enhance lead management, marketing, and communication tasks, including:

- **Lead Management System:** LMS Sync boosts lead profitability through sophisticated routing and distribution logic – all on autopilot. LMS Sync caters to a diverse range of companies, from lead sellers to buyers, advertisers, and networks, all looking to enhance the consumer journey, validate and verify top of funnel leads, and distribute leads in real-time using a ping tree.

- **Call Intelligence Platform:** Call Logic is an inbound call tracking, routing and analytics platform for brands, agencies, and pay-per-call companies, offering an array of powerful tools designed to elevate inbound call management. Understand what makes your phone ring, and drive better, more personalized consumer experiences.

- **Publisher & Affiliate Tracking:** Lynx is a comprehensive click tracking and attribution platform that enables businesses to monitor and optimize affiliate marketing campaigns. Lean on Lynx to easily manage marketing partnerships across affiliates, networks, influencers, agencies, and more. Track web pages and web offers, impressions, clicks, and conversions.

- **Email & SMS Marketing:** E-Delivery allows businesses to create and launch targeted communication with ease. Increase earnings by crafting tailored and compelling messages that encourage more customers to open, click, and make purchases. Improve optimization and bulk deliverability across your email campaigns and consolidate your marketing efforts seamlessly and reach broader audiences by integrating SMS in your campaigns.

Conclusion

- **Suppression List Management:** Opt-Intel ensures compliance and maintains your email lists with an integrated solution for email suppression list management and securely delivers lists to your partners.

- **Website User Behavior Recording & Analytics:** HitMetrix optimizes website performance and uncovers precision through heatmaps, click-tracking, and real-time session recordings.

- **Integrated Virtual Contact Center Solution:** CloudPBX is a virtual contact center solution that empowers lead generation companies to surpass customer expectations and close sales effectively and efficiently. The cloud contact center software supports skill-based routing, caller ID reputation, and automated machine detection support.

- **Automated Accounting:** Books360 is a free integrated tool for Phonexa users that automatically pays publishers and invoices buyers with ease, all while eliminating any chance of manual errors.

Take a Product Tour and see how it all fits together!

Book a demo and equip your business with Phonexa's single-operating solution for partner and performance marketing.
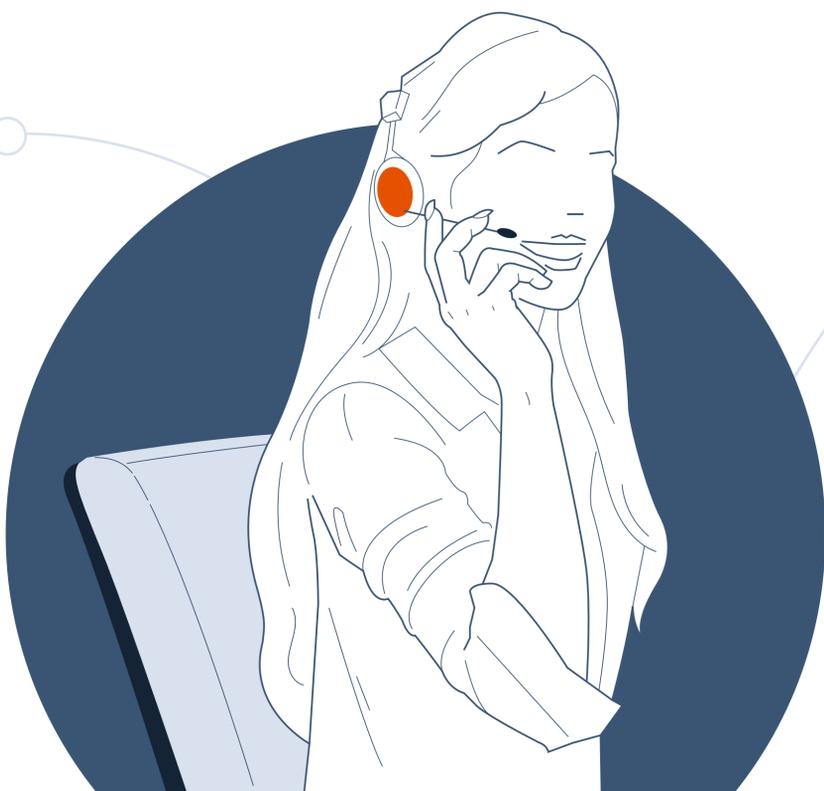
Contact us

✉ sales@phonexa.com

📞 818-800-0000

📍 505 North Brand Boulevard, 16th Floor, Glendale, CA 91203

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