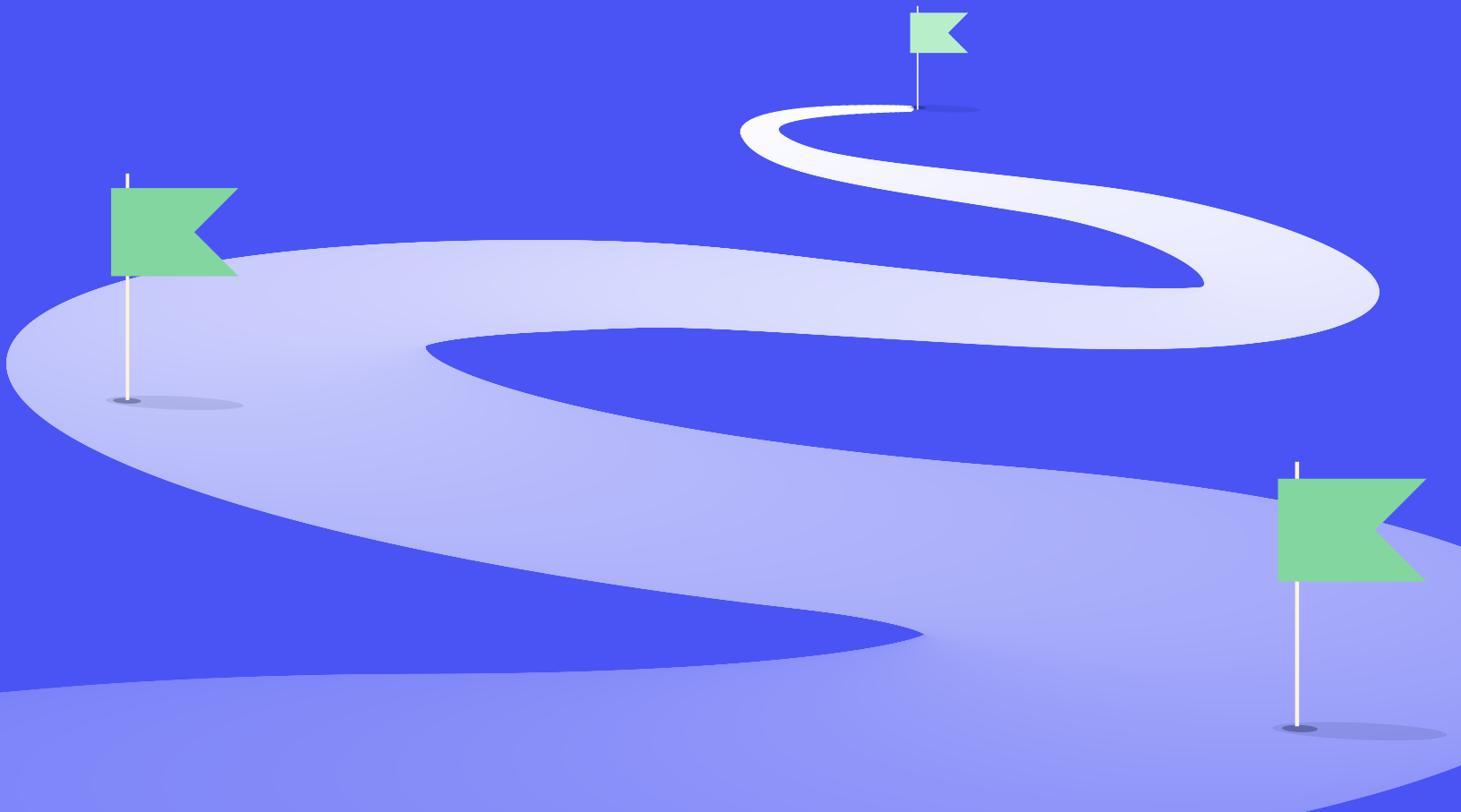




# Lead smarter, not harder: the iPaaS advantage

The secret to modernizing lead management  
for accelerated revenue growth



Lead lifecycle management is like a never-ending puzzle. You know where each piece should go, yet you still struggle to see the big picture.

You're not alone. 95% of marketing professionals report facing obstacles in moving leads through their funnel. Just like the lead lifecycle itself, the hurdles you encounter in transitioning leads from one stage to the next are complex, and just like a missing puzzle piece, often hidden from plain view.

These problems are not cheap either. It's estimated sales and marketing budgets for public B2B companies constitute 15% of their overall operating costs. For marketing alone, campaigns that generate leads average about 40% of their overall budget. The good news is that there is a better way.

We'll explore four reasons your lead lifecycle management process is broken, and introduce Integrated Platform as a Service (iPaaS) as the modern, transformative solution. Through iPaaS, you can reimagine your lead lifecycle, enhancing the flexibility, speed, and accuracy of your funnel to turn every lead into an opportunity for revenue.

# 4 reasons your current lead lifecycle management process is broken

## 1. You're spending too much time on manual tasks

Research shows that [78%](#) of prospects buy from the first company to respond to their inquiry. Every minute you spend on manual tasks within your lead funnel is a minute of lost opportunity – and ultimately, lost revenue, with each lead costing you an estimated \$100 – \$500. As you spend time manually uploading lead lists, removing duplicates from the CRM, or formatting lead data before it reaches sales, you're not just managing leads – you're killing them by leaving them unengaged.

## 2. Your Marketing Automation Platform (MAP) wasn't built for today's tech stack complexity

Your MAP was once your best friend. Now, you have a love-hate relationship. So do 42% of marketers who are unhappy with their MAP's functionality, pointing out their inflexible, lackluster native integrations as the source of their headaches. The reality is that today's complex lead lifecycle management opens the door for a large amount of process- and system-related issues and MAPs can no longer keep up. You're then forced to conform to its limited capabilities rather than enabling a more customized and effective lead lifecycle.

## 3. Your systems can't scale as lead volume increases

You're running a successful campaign and the leads are pouring in, only for your funnel to buckle under the pressure. As lead volumes spike, sourced from a variety of channels, you start to see performance bottlenecks and integration challenges, including slow platform response times, silent failures, and siloed data. Beyond the immediate frustrations, these reliability issues translate into lost productivity. You find yourself perpetually in reactive mode, addressing and fixing issues that keep you from focusing on more impactful (and money-making) initiatives.

## 4. You're battling data quality challenges at every turn

With [39%](#) of marketers wrestling with inaccurate or incomplete lead data, this problem becomes your responsibility when trust in this data starts to wane among stakeholders. The root causes of poor lead data quality, such as issues with the order of operations, duplicate records, and inadequate native integration capabilities, are not always obvious. However, the consequences are. When a lead is lost due to these issues, that translates directly into lost revenue opportunities for your organization.

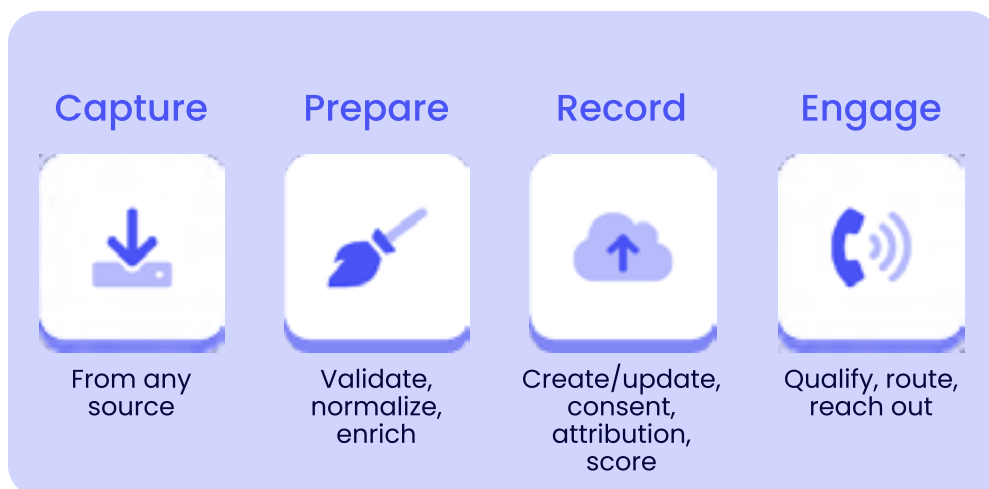
# There's a better way: Modern iPaaS solves your lead lifecycle puzzle

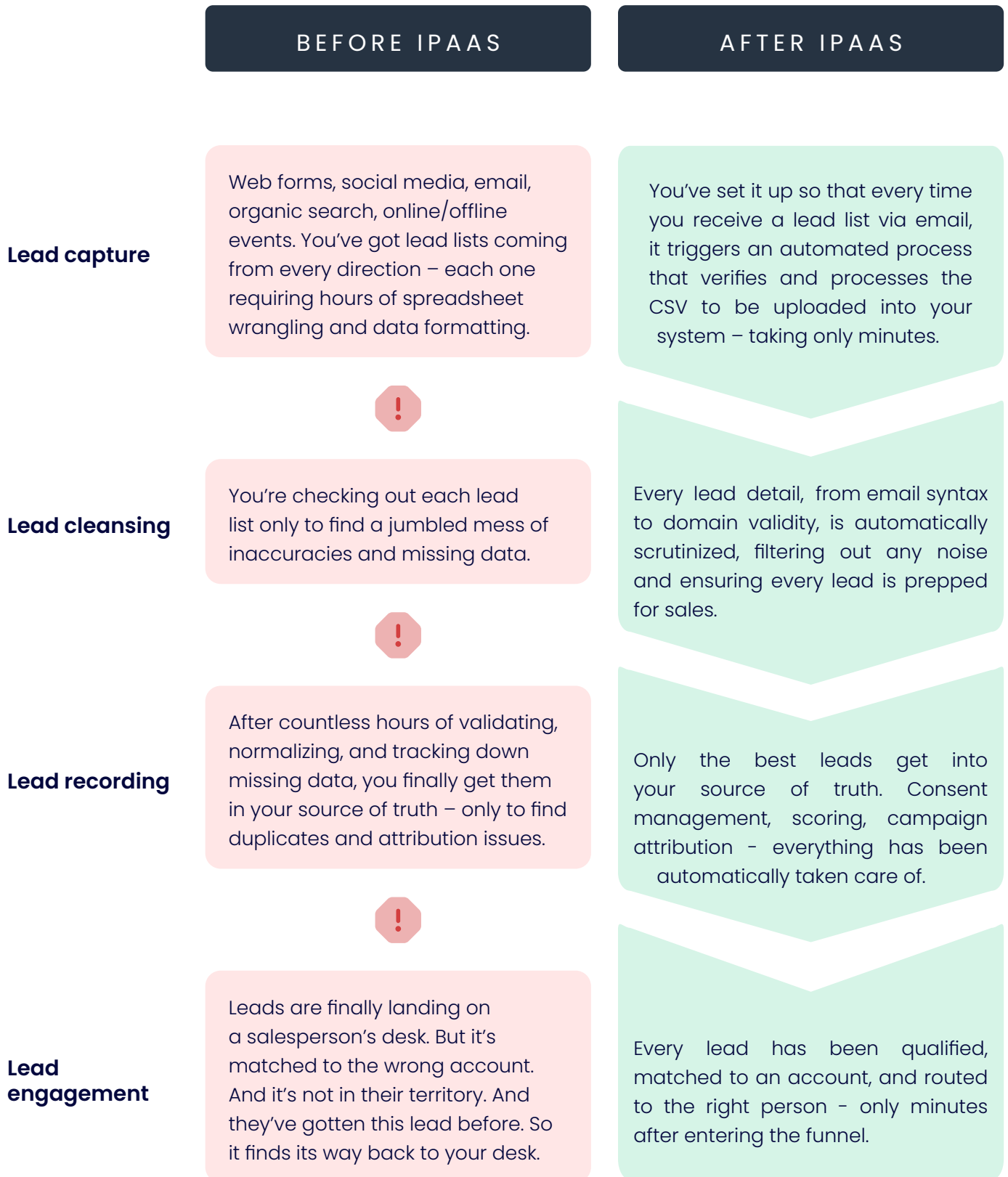
The lead lifecycle has evolved past the days of MAPs and a handful of point solutions. Only iPaaS offers the speed, flexibility, and scalability needed to orchestrate complex lead lifecycle workflows across your ever-changing tech stack – all while maintaining consistent and trustworthy data quality.

## Fix your lead funnel with iPaaS

An efficient, airtight lead funnel means that no lead gets left behind. Every interaction with a potential customer is timely, personalized, and optimized to move them closer to a sale.

With iPaaS, you can significantly transform and improve every step of the lead lifecycle:





# 4 ways your iPaaS-powered lead lifecycle exceeds expectations

## 1. You can focus on what matters instead of what needs fixing

By seamlessly integrating systems and automating key tasks at every step of the funnel, iPaaS frees you from the time-consuming, error-prone manual processes that have traditionally bottlenecked lead management. Lead list uploads, replication, data normalization – everything is automated, giving you hours back in your workweek to focus on tasks that move the revenue needle. To go even further, you gain complete visibility into every single lead lifecycle process, so you don't have to spend time troubleshooting and parsing confusing activity logs. iPaaS's process-centric approach lets you find the root cause of issues and resolve them faster.

## 2. Your MAP does what it needs to do; iPaaS takes care of the rest

Your lead funnel should be as flexible and dynamic as your marketing programs. iPaaS delivers the flexibility you need to go beyond the rigid confines of your MAP, allowing you to build a fully connected and customizable MarTech stack to funnel leads through. Modern iPaaS offers hundreds of pre-built connectors, flexible business logic, and easy data transformation capabilities – all within a visual workflow builder – meaning you're less dependent on the out-of-the-box functionality and native integrations of your current systems.

## 3. Your lead funnel effortlessly scales to demand

Face spikes in lead volume or data sync limits without a second thought. With iPaaS, you never have to worry if your lead funnel can handle it. Built on a serverless architecture that dynamically scales to match demand, iPaaS gives you optimal performance without any unnecessary strain on resources. By offloading resource-intensive data management operations to your iPaaS, you significantly improve system reliability, eliminating hours-long trigger backlogs and reducing processing delays. So you can tackle any marketing project knowing that your funnel is humming strong.

## 4. You're confident that every lead is prepped for success

Rigorous cleansing processes and standardized lifecycle workflows help thwart any bad data, ensuring your sources of truth remain pristine and reliable. Intuitive and insightful logs meticulously integrated at every step of the lead lifecycle let you quickly identify and address potential issues. Additionally, reliable alerts and log streaming notify you of any anomalies before they escalate into significant problems. With these proactive measures in place, you can stand confident behind every lead you send out.

# When every second counts, count on Tray.ai

It's time to break out of the traditional marketing mindset and adopt a more innovative approach – one that delivers an always-on, instantaneous lead funnel. Tray.ai makes that possible.



**Reduce time spent on low-value, tedious work:** Automate data entry and streamline troubleshooting with Tray.ai's process-centric approach, freeing you up to focus on more meaningful work.



**Move fast and freely on any marketing ops project:** With Tray.ai's flexibility to overcome common challenges, connect to any system, and utilize pre-built connectors, universal connectivity options, and advanced workflow capabilities, accelerate project delivery and adapt to nuanced business logic with ease.



**Confidently move any volume of leads through your funnel:** Experience a funnel that can handle whatever you push through it. Send leads from inbound to sales engagement within minutes, while Tray.ai's scalable serverless architecture ensures system reliability and performance.



**Instill trust in your data:** Ensure data integrity and accelerate issue resolution with Tray.ai's intuitive logs, reliable alerts, and cleansing processes – so from top to bottom, there's no question about lead data quality.

## CASE STUDY

# Digital signature leader gains competitive edge by routing leads 70% faster

A global leader in digital signature technology, with an integration-heavy platform and robust sales team, faced challenges scaling its marketing operations due to lead management bottlenecks. Handling 80,000 leads daily, the company experienced delays and losses for approximately 10% of leads, taking up to 10 minutes to route leads to sales due to limitations in its marketing automation platform, Eloqua. However, leveraging Tray.ai, a modern iPaaS, the company successfully integrated essential tools like Slack, Salesforce, and Snowflake to automate and streamline complex lead lifecycle processes. This transformation resulted in a remarkable improvement, with 99% of leads now routed to sales in under three minutes, marking a 70% increase in routing speed. This enhancement not only boosted operational efficiency but also positioned the company for increased competitiveness and growth within the digital signature market.

**70%** increase in routing speed

**99%** leads routed in less than 3 minutes

Here's the bottom line: A modern iPaaS like Tray.ai is the marketer's key to creating an efficient, airtight lead funnel that turns every lead into a potential for revenue. [Ready to learn more? Visit tray.ai/demo.](https://tray.ai/demo)

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LEVEL UP YOUR LEAD LIFECYCLE WITH MODERN IPAAS

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