



Driving Sales Success with Optimized Lead Tracking and Analytics



Client

A leading B2B SaaS provider in the marketing automation space, with a global sales force of over 500 representatives across North America and Europe, seeking to streamline lead generation and improve conversion workflows.



Problem Statement

The client struggled with fragmented lead data across CRMs, ad platforms, and email systems. Manual lead scoring was slow and unreliable, resulting in delayed responses and lost revenue opportunities. Identifying high-conversion leads was largely guesswork.



Solution

(Athena is a data analytics and visualization platform)

- **Unified Data Integration:** Leveraged Athena's Data Transformation engine to query, clean, and merge lead data across multiple platforms in real time, creating a single source of truth.
- **Real-Time Alerts:** Implemented threshold-based Data Alerts, sending real-time SMS and email notifications to sales reps for high-priority leads, reducing response time significantly.



Value we Delivered

- 32% increase in qualified lead conversion rate within the first quarter
- 40% faster lead response time
- Better resource utilization by focusing 70% of effort on top-tier leads
- Real-time dashboards and predictive insights to forecast conversions and monitor pipeline health

Ads Chat

