



REAL-TIME OPTIMIZATION

FOCUS ON THE SALES LEADS WITH THE MOST POTENTIAL



Not all prospects are equal. Acxiom clients' experience reveals that half or more of prospective buyers who begin the sales process do not buy anything during the initial client interaction.



A 2019 study by Ziff Davis found only 25% of sales leads are legitimate, and 79% of marketers have not installed lead scoring to rank and determine the sales readiness of the remaining 75%.¹

Acxiom Real-Time Optimization delivers a full view, allowing marketers to pinpoint which prospects to engage with right now—in the moment when the person is considering the purchase. It starts by verifying the sales lead is a viable person and checks to see if the lead already exists in the brand's system. It then provides the ability to extract critical information that enables brands to invest time and resources in following up with the most qualified leads.



Harvard Business Review research indicates firms that follow up sales inquiries within one hour achieved a 7X improvement in sales outcome.²

BENEFITS

- Respond to people's in-the-moment needs
- Assign lead routing based on sales readiness and lead potential
- Custom features can be configured for each business
- Increase ROI through reduction of unqualified sales leads

Acxiom Real-Time Optimization is designed to benefit companies with more than 20,000 sales leads per month with insurance, financial services and automotive being the highest-propensity industries. Business rules can be applied to determine what action to take with a sales lead. It starts by verifying the sales lead is a viable person and checks to see if the lead already exists in the brand's system. The system assigns a marketing offer and routes the lead for follow-up based on established criteria.

For example:



Acxiom enables brands to know who to follow up with right now, making it easier to win new customers. An API will capture data and provide a response in real time, so marketers can respond in the moment when the prospect is ready to buy.

Utilizing this capability will allow brands to improve financial outcomes from follow-up marketing efforts with prospective buyers who have expressed interest but did not complete the sale.

WHY ACXIOM

- Improve ROI—greatly reduce duplication in follow-up marketing efforts
- Enhance in-the-moment decision making and know who to engage to win new customers
- Reduce cost by identifying unqualified leads before investing time in following up
- Assign marketing offers to each lead based on custom criteria.

FOR MORE INFORMATION

about our solutions, visit acxiom.com or contact us at info@acxiom.com.

¹ <https://swzd.com/resources/ultimate-guide-to-inbound-lead-follow-up-ebook/> ² <https://hbr.org/2011/03/the-short-life-of-online-sales-leads>