

# ReachEdge™

ReachEdge™ marketing software helps local businesses track their leads and turn them into customers. With easy-to-use lead management, marketing automation, and analytics tools, ReachEdge™ helps you make the most of every opportunity to grow your business.



## Better Lead Response

The centralised Lead Inbox gives you instant access to lead details, call recordings, and more, enabling you to manage leads effortlessly.

**50%** OF CONSUMERS DO BUSINESS WITH THE COMPANY THAT CALLS BACK FIRST\*<sup>1</sup>



## Simple Followup

Stay top of mind with your leads and customers using simplified marketing automation and team communication tools.

**5-7x** IT COSTS FIVE TO SEVEN TIMES MORE TO GET A NEW CUSTOMER THAN IT DOES TO KEEP ONE\*<sup>2</sup>



## Clear Results

Know exactly what is bringing you leads and customers, so you can confidently continue to invest in what's working best.

**62%** OF SMBs DON'T KNOW IF THEIR MARKETING WORKS\*<sup>3</sup>

## Lead Management, Marketing Automation & Analytics

### Respond Quicker to Close the Sale

ReachEdge™ delivers real-time alerts via email or your smartphone whenever you get a new marketing lead, giving you the power to respond right away and get the sale. With real-time lead notifications and your centralised Lead Inbox, you can see the leads from all your marketing efforts in one place, listen to your calls, and take action, like classifying the lead, adding notes, tagging a lead for follow up, sharing the lead, or replying instantly. This enables you respond to new leads faster, turn more leads into customers, and grow your marketing ROI.

### Follow Up with Leads, Automatically

With simplified marketing automation tools, you can configure ReachEdge™ to send customised marketing emails to prospects and customers, or to send leads to your staff so they can follow up personally. These messages are sent automatically based on where the lead is in the sales cycle, or by tags you specify, such as the marketing source or type of lead. All the tools in the ReachEdge™ Message Center work to keep you top of mind, helping you win more new customers and retain existing ones.

### Know What Marketing Works Best

With ReachEdge™ on your website, you'll always be in tune with your marketing results. ReachEdge™ captures and stores calls, emails, chats, and form fills from all types of marketing. Plus, it gives you clear insight into which marketing channels, like search engine marketing, social media, and local listings, brings you leads and customers. The easy-to-read reports in ReachEdge™ show you details about your calls, emails, and form fills, so you have a better idea of what marketing gets you the results you want. This means you can invest more in what's growing your business – without the headache.