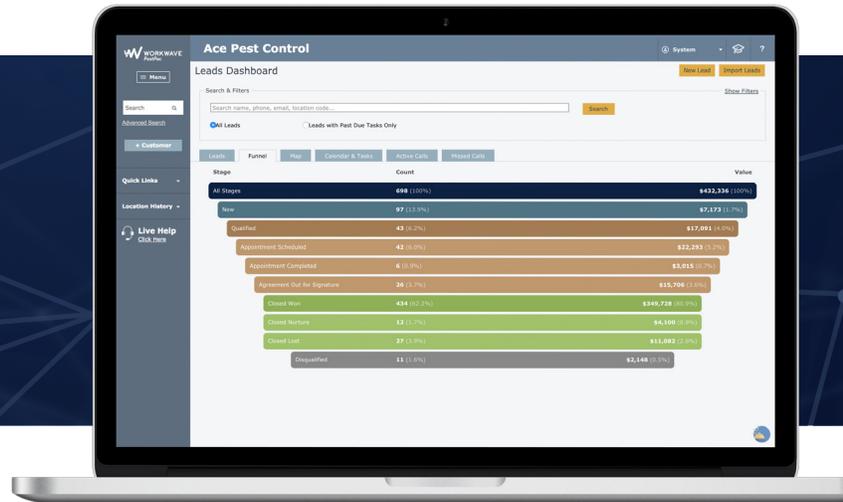


# PestPac® Lead Management

**Generate more leads & close more sales.**

**PestPac Lead Management** is an easy-to-use lead management solution that allows you to manage all of your leads in one place, automate your sales process, and track & optimize the performance of your sales team and lead generation campaigns.



## With PestPac Lead Management You Can

### Track & optimize your marketing campaigns

Using key performance metrics including cost per lead, acquisition cost, conversion rates and ROI.

### Manage all your leads in one place

Using a comprehensive view of every lead from every source across every stage of your sales funnel.

### Track & optimize your sales team

Using key performance metrics including total order count, total order value and close rates.



## Lead Management is Part of PestPac's End-to-End Solution

- No double-entry or clunky integrations to worry about
- Functionality specifically designed for your industry
- All your campaign data in one place
- Full insight and visibility into sales and marketing performance

## PestPac Lead Management Features



### Executive Dashboard

View snapshots of key sales and marketing performance metrics and analyze important trends over time.



### Campaign Management

Track and manage all your marketing and lead generation campaigns in one place.



### Lead Tracking

Create and assign unique URLs and phone numbers to your campaigns so you can track every lead back to its source.



### Lead Capture

Create and manage custom forms for your website and use them to capture new leads.



### Sales Automation

Automate your lead assignment and lead processing workflows to ensure that every lead is worked by the right people, the right way, at the right time.



### Sales Funnel Management

Gain top-to-bottom visibility of every single lead in your sales funnel.



### Performance Reports

Use key performance metrics to track, manage and optimize the performance of your team, campaigns and conversion.



### Heat Maps

Use heat maps to visually identify which locations are producing the most (and least) leads and sales.



### Proposals

Create customized sales proposals and collect electronic signatures right from PestPac.



### CONTACT US!

Call **800.992.1423** or visit **pestpac.com** to learn more.