

The top 5 ways businesses use ProPair to grow sales

Why collect lead and customer data if you're not using it to grow your business? You might think optimizing the data is complex and time consuming, but not anymore...

With ProPair's practical applications of AI/ML, it's now more accessible than ever, becoming the norm across industries, and informing sales and marketing strategies across various use cases.

1 Optimize lead management

Predictive models are customized with your data, leads and sales agents. Inform how you prioritize leads that have a greater probability to convert, then get them to the right salesperson at the right time.

LEAD DISTRIBUTION

ProPair MATCH validates what's working within the sales team and builds on your team's specific strengths.

Use predictive values to equitably distribute leads to the right sales agent, at the right time. Measure sales agent performance for training and workflow decisions.

LEAD NURTURING

As markets shift, offerings improve and leads change their minds, ProPair prioritizes leads.

RANK looks at all lead data and engagement sequences to assess and inform you about when and how leads change over time, not just when a lead reaches a certain milestone. As leads age, NUDGE notifies salespeople when each lead becomes more or less valuable.

2 Acquire leads more effectively

Know the performance of your lead sources and predict what makes a qualified lead. ProPair's RANK allows you to compare assumptions about what makes a good lead with actual convertibility, showing exactly how your lead sources perform so you can make informed decisions.

3 Work aged leads

Make the most of the leads you've already purchased, and pursue only the highest value abandoned leads. ProPair's Dynamic RANK uses historic call and activity log data for each lead's first 30 days to provide predictive values that inform how you prioritize who to contact. ProPair NUDGE tracks changes in lead values and notifies the sales team so they can decide which aged leads to work.

4 Support lead and portfolio retention

Determine which leads and existing customers are more likely to look for your product or service elsewhere, who is a flight risk, and who you can retain. ProPair analyzes 30+ different dimensions of lead data. This data provides predictive values so you know exactly who to target for retention and marketing efforts.

5 Target direct mail responders

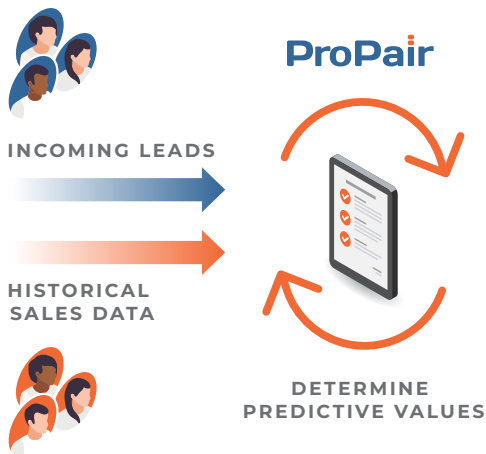
Manage your mailing list, based on conversions. See which leads have the highest likelihood of responding to your campaign and cut wasted collateral and postage for those who won't. Provide responders with contact information for the sales agent who is most likely to convert them.

ProPair predicts the future so you can make informed decisions based on it

Sales and marketing operations have become simpler to manage and more effective at targeting the right leads with AI/ML applications.

Our decision support provides automated and continuously updated predictive values, rather than manually managing stagnant rules, lists, or assumptions.

ProPair simply plugs into the current infrastructure and processes you currently have, (even if you're in the middle of revamping them) to enhance your system as it stands today.



ProPair RANK

KNOW EXACTLY WHICH LEADS TO FOCUS ON AND WHEN

ProPair RANK values and prioritizes your leads, guides follow-up activities and helps you revisit abandoned opportunities. As leads are generated, RANK helps assess their value as they change based on behavior over time.

ProPair MATCH

KNOW EXACTLY WHAT SALES AGENTS TO ASSIGN LEADS TO

ProPair MATCH leverages historical sales team performance data and machine learning technology to get leads to sales agents most likely to convert them at optimal times. Validate what's working within the sales team and simulate new strategies to improve performance.

ProPair NUDGE

KNOW EXACTLY HOW TO OPTIMIZE SALES ACTIVITIES

As ProPair RANK assesses predictive lead values, ProPair NUDGE notifies salespeople as lead values change, helping your sales team strategize what leads to work and when, without losing track of top-priority leads.

How can ProPair put you ahead of the competition?

You have the expertise to optimize your sales and marketing strategies. ProPair customizes our models to meet your needs and make it possible, giving you a competitive edge so you don't get left behind.

Start with The ProPair Challenge, our free lead data analysis.

See your data's integrity and assess your leads and sales agents.

[Try the ProPair Challenge - FREE](#)