Increase conversions from the start with AI-powered decision support

You likely use lead assignment tools already, but are they actually working for you? Until recently, assigning leads was only as good as the assumptions made within vast quantities of data that businesses struggled to optimize.

This has presented difficult lead assignment dilemmas. Say you cherry-pick the most desirable leads for top performers. But then you risk starving the rest of the team and miss overall conversion targets. Instead maybe you distribute leads evenly through the team. But then you knowingly suffer lower conversion rates, allowing average performers to dictate lead strategy.

Every solution seems to bring more cons than pros, leaving you with several unanswered questions. But what if you could rely on the data to drive these decisions with certainty?

Now — with artificial intelligence and machine learning — we can measure infinite dimensions of leads AND use that data to score, route, and prioritize leads based on what actually makes them most likely to close a sale.

OLD WAY
Fixed and limiting rules

- Lead scoring based on desirability vs. convertibility, relying on qualitative perceived value and rules that go stagnant
- Lead routing using push vs pull, which limits opportunities and relies on assumptions
- Lead prioritization through alerts and task trackers that pressure sales teams but don't guide sales activities

NEW WAY
Intelligent machine learning

Machine learning uses your current data to provide decision support for assigning and working leads based on what makes them most statistically likely to close.

AI optimizes assignment using your lead and sales data

ProPair's machine learning platform provides automated and continuously updated predictive values to help you manage leads from the start, in real-time.

Our decision support allows you to assign and prioritize leads to optimize sales. We'll validate your existing strategies, plug in ProPair's proven models, and even work with you to develop custom models.

☑ Equitably distribute the best leads to the right sales people to reach conversion goals

☑ Reinforce strengths of sales team and find opportunities to improve operations

☑ Prompt agents to work the best leads and prioritize them for initial assignment and follow-up
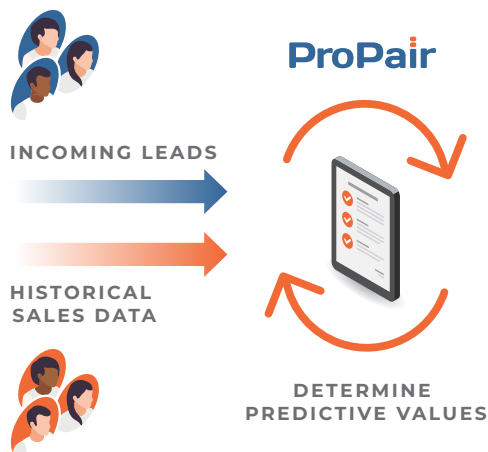
ProPair's lead assignment improves overall sales performance

By analyzing 30+ dimensions of lead data, ProPair's predictive values show exactly what leads are most valuable to assign first, as they flow in real-time.

Our models are built on your historical lead data and sales agent performance data to inform how top leads are distributed to the right salespeople who can best convert each lead at the right time.

This optimizes sales agent activity, improving mean performance, and leading to higher conversion rates.

Our machine learning models work seamlessly within even the most complex tech stacks and lead management ecosystems to enhance your system as it stands today (even if you're currently revamping it).

INCOMING LEADS

HISTORICAL SALES DATA

ProPair

DETERMINE PREDICTIVE VALUES

ProPair RANK

KNOW EXACTLY WHICH LEADS TO FOCUS ON AND WHEN

ProPair RANK values and prioritizes your leads and guides assignment, outreach, and follow-up activities. As leads are generated, RANK predicts — and continuously learns — how likely a lead is to convert, with ongoing assessment of their value 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 models 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.

Machine learning is your competitive advantage

You have the expertise to optimize your sales strategies. Act on it confidently with ProPair's predictive decision support.

Start with our free data analysis, The ProPair Challenge. See your data's integrity and assess your leads and sales activities.

Try The ProPair Challenge - FREE