Lend More Money
with LeadSquared

Used and loved by 10000+ users worldwide
Capture leads seamlessly from every source
And identify the sources that work best for you

<table>
<thead>
<tr>
<th>Source</th>
<th>Leads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google AdWords</td>
<td>123</td>
</tr>
<tr>
<td>Website</td>
<td>41</td>
</tr>
<tr>
<td>Olark</td>
<td>41</td>
</tr>
<tr>
<td>Facebook</td>
<td>24</td>
</tr>
<tr>
<td>Just Dial</td>
<td>14</td>
</tr>
<tr>
<td>Walkins</td>
<td>8</td>
</tr>
<tr>
<td>WordPress</td>
<td>26</td>
</tr>
<tr>
<td>GoToWebinar</td>
<td>67</td>
</tr>
<tr>
<td>Super Receptionist</td>
<td>43</td>
</tr>
<tr>
<td>Third Party Websites</td>
<td>13</td>
</tr>
<tr>
<td>Excel</td>
<td>8</td>
</tr>
</tbody>
</table>
Increase your web leads with website widgets and web forms

Quick personal loans at better rates!

Using technology and data to give you a hassle free personal loan even if you do not have a credit score or are in the early years of your career.

GET A LOAN

Loans Approved: 152

Create Topbars in minutes without any IT Support
Automatically capture chat inquiries as leads

Integrate Olark and Zopim chat with LeadSquared and capture inquiries as leads
Reduce your cost per lead with responsive landing pages

Edit the content and publish pages instantly on Google Adwords, Facebook, LinkedIn or elsewhere
Integrate LeadSquared with cloud telephony/IVR number/virtual number

Capture phone inquiries as leads

New lead captured!

Name: Altesh Baijoo
Source: Inbound Phone call
Lead Score: +45
Email: altesh@gmail.com

View social profile
You can also import leads manually

Manually import the leads or use Excel directly
Reduce the response time with

**Automatic Lead Distribution**
Automatically assign leads across various centers or teams based on demographics, type of loan/mutual fund/stocks, or any other rules you set

**Automatic Notifications**
Send automatic response to new inquiries and also send notifications to sales

Send relevant and quick responses as soon as an inquiry comes in
Automate lead distribution

Send relevant response to right people at the right time
Manage all your leads in one place

<table>
<thead>
<tr>
<th>Name</th>
<th>Lead Score</th>
<th>Lead Source</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>HARINDER</td>
<td>+45</td>
<td>WEBSITE</td>
<td>Noida, UP</td>
</tr>
<tr>
<td>ARVIND MEHTA</td>
<td>+35</td>
<td>Google</td>
<td>New Delhi</td>
</tr>
<tr>
<td>MEENU JOSHI</td>
<td>+12</td>
<td>facebook</td>
<td>Lucknow, UP</td>
</tr>
<tr>
<td>MAANAS K</td>
<td>+89</td>
<td>Walk In</td>
<td>Hyderabad, AP</td>
</tr>
<tr>
<td>SHIBANI ROY</td>
<td>+34</td>
<td>Inbound call</td>
<td>Kolkata, WB</td>
</tr>
<tr>
<td>RIZWAN ALI</td>
<td>+22</td>
<td>Google</td>
<td>Salford, UK</td>
</tr>
<tr>
<td>LANA D</td>
<td>+156</td>
<td>facebook</td>
<td>Mumbai, India</td>
</tr>
</tbody>
</table>
Identify which leads to call first with lead quality scoring

<table>
<thead>
<tr>
<th>Name</th>
<th>Lead Score</th>
<th>Lead Source</th>
<th>Location</th>
<th>Lead Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>HARINDER</td>
<td>+45</td>
<td>Website</td>
<td>Noida, UP</td>
<td>4/10</td>
</tr>
<tr>
<td>ARVIND MEHTA</td>
<td>+35</td>
<td>Google</td>
<td>New Delhi</td>
<td>6/10</td>
</tr>
<tr>
<td>MEENU JOSHI</td>
<td>+12</td>
<td>Facebook</td>
<td>Lucknow, UP</td>
<td>4/10</td>
</tr>
<tr>
<td>MAANAS K</td>
<td>+89</td>
<td>Walk In</td>
<td>Hyderabad, AP</td>
<td>9/10</td>
</tr>
<tr>
<td>SHIBANI ROY</td>
<td>+34</td>
<td>Inbound Call</td>
<td>Kolkata, WB</td>
<td>2/10</td>
</tr>
<tr>
<td>RIZWAN ALI</td>
<td>+22</td>
<td>Google</td>
<td>Salford, UK</td>
<td>6/10</td>
</tr>
<tr>
<td>LANA D</td>
<td>+156</td>
<td>Facebook</td>
<td>Mumbai, India</td>
<td>9/10</td>
</tr>
</tbody>
</table>
Track their behavior & activities with LeadSquared

Maanas K
Location: Hyderabad, AP
Lead Score: 45
Phone number: 899878876
Email: manasreddy@gmail.com

Lead Stage: Warm
Lead Quality: 6/10

- Tue, 10 am: Viewed ‘Apply for loan’ page and spent 5 minutes
- Wed, 10:10 am: Called on landline & enquired about the loan
- Wed, 2 pm: Submitted form ‘Apply for loan’ on home page (Converted to Lead)
- Wed, 2:01 pm: Email Sent with subject ‘We have received your loan application’
- Wed, 6 pm: Email Opened with subject ‘We have received your loan application’
Organize & segment leads using lead quality scoring, behavior & activity

TOTAL LEADS: 287

- Leads who applied for loan
- Leads who made inquiries about loans
- Blog / newsletter subscribers
- Leads who calculated EMI
Follow up with active leads using email & SMS autoresponse

Maanas K  
Location: Hyderabad, AP  
Lead Score: 45  
Phone number: 899878876  
Email: manasreddy@gmail.com

Lead Stage: Warm  
Lead Quality: 6/10

Subject: Maanas, we have received your loan application!

Hi Maanas,

We have received your loan application! You can expect a call from us soon. We would be interested in hearing more about your requirements.

Thanks,
Dhivya,
XYZ Financial Services
Setup tasks and reminders

Maanas K
Location: Hyderabad, AP
Lead Score: 45
Phone number: 899878876
Email: manasreddy@gmail.com

Lead Stage: Warm
Lead Quality: 6/10

Follow up with Maanas on Wednesday, 9th April at 11 am
Nurture leads with email and SMS campaigns to create interest

- KYC Verification
- 50% discount on initial processing fee
- Insights on offers and market updates
- EMI Calculated

- Leads who applied for loan
- Leads who made inquiries about loans
- Blog / Newsletter subscribers
- Leads who calculated EMI
Connect with your leads promptly

John submits "inquiry form" on your website

He gets an automated "thank you email & SMS" with loan/mutual fund details

Your sales staff gets a "new lead" alert
And periodically

**DAY 3**
John gets a “KYC Verification” email

**DAY 4**
He gets an email with estimated loan/mutual fund amount

**DAY 7**
He gets a “50% discount offer” on initial processing fee
Send automated offers based on lead behavior

Adam gets a “5% discount” on first setup of loan

Sam gets a newsletter with “market updates”

Sonia gets an SMS with “stock market news”
Find out the engagement index of your leads

67% Engaged
Analyze your email/SMS campaigns and autoresponders
Facts you can know about your business
Measure revenue by lead source

- Adwords: Rs 23.4 k
- Facebook: Rs 11.9 k
- Inbound Enquiries: Rs 21.2 k
- Website: Rs 8.6 k
- Social Media: Rs 25.4 k
by geography

Center A: Rs 12.4 k
Center B: Rs 11.9 k
Center C: Rs 28.2 k
Center D: Rs 3.6 k
Center E: Rs 15.4 k
by sales person

- Rohit: Rs 13.4 k
- Amit: Rs 8.9 k
- George: Rs 21.2 k
- Gunjan: Rs 8.6 k
- Tanushree: Rs 25.4 k
Lead insights in your pocket
Track Sales Representative’s activity

Field sales guy uploads activity after meeting

Adds GPS location from map to the meeting

Client image and agent location available to Manager
Geo location tracking of sales users

Met Alex Brown  
Time (9:00AM-10AM)  
Location- Kandivali

Met Sunny Anderson  
Time (11:00AM-12PM)  
Location- Malad

Met John Markson  
Time (3:00PM-4PM)  
Location- Andheri
## Sales Activity Report

<table>
<thead>
<tr>
<th>Salesperson</th>
<th># of leads</th>
<th># of activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shibani Roy</td>
<td>182</td>
<td>35</td>
</tr>
<tr>
<td>Ashish Sharma</td>
<td>50</td>
<td>10</td>
</tr>
<tr>
<td>Lakshmi Joshi</td>
<td>120</td>
<td>24</td>
</tr>
<tr>
<td>Meenu N</td>
<td>145</td>
<td>32</td>
</tr>
</tbody>
</table>

### Lead name, Phone, Activity note, Date

<table>
<thead>
<tr>
<th>Lead name</th>
<th>Phone</th>
<th>Activity note</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rohit Suri</td>
<td>7888767554</td>
<td>Meeting over</td>
<td>17/5/2016</td>
</tr>
<tr>
<td>Heena Syed</td>
<td>9877876547</td>
<td>Loan Proposal Sent</td>
<td>12/5/2016</td>
</tr>
</tbody>
</table>

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**Ashish Sharma**
- 3 meetings today
- 14 tasks completed

**Progressive Sales Funnel**
- 50 Prospects
- 30 Follow ups
- 9 Customers
Apps Marketplace

- LeadSquared Email Sync
- LeadSquared Telephony
- Lead Distribution Automation
- Gotowebinar Integration
- Super Receptionist Integration
- SMS Integration
Comes with friendly support
Get in touch:
sales @ leadsquared.com
+1.732.375.1161 (US)
+91.90191.72733 (India)

Sign Up for a Free Trial!