

SmartLead International supports multiple languages

SmartLead, the customizable lead management system from The AdTrack Corporation that manages complex sales processes, now supports up to 36 international languages.

As a result, sales teams and dealer networks worldwide can use SmartLead's proven solution for tracking leads from the point of capture through each stage of the sales pipeline.



SmartLead provides 24 x 7 visibility into how many leads have been opened, which individuals are converting the most leads, which ones aren't working their leads, and which programs have generated the best leads.

SmartLead is configurable to each company's business rules so that leads are always distributed at the right time to the right people, based on qualification and ranking. AdTrack's new SmartLead International offers a range of benefits:

- **Accessibility:** International dealers can now view, track and report on their leads. All fields and labels within the system are translated.
- **Increased conversion rates:** Conversion rates increase because international sales people will have better interaction with the lead management system.
- **More accurate reports:** Marketers and sales managers will have more accurate reports and analytics data to measure sales and campaign effectiveness.
- **Customizable:** The language is customizable by the user, for example Russian speakers in Finland can choose to see SmartLead in Russian.
- **Continuity:** There is better continuity when all worldwide sales channels use the system.
- **Compliance:** Companies benefit from improved sales compliance by international sales representatives who can now report on lead outcomes.

- **Easy administration:** A company's system administrators will access a language administration tool to modify the default language or set language preferences for specific regions or dealers.
- **Security:** Data is secure because users are authenticated to access specific data based on their user credentials.
- **Single partner:** International languages within SmartLead reduce integration complexities and security risks that arise from integrating multiple partners and systems to configure a multiple language lead management system.

About SmartLead by AdTrack

Since 1981, companies have relied on SmartLead's customized lead management systems and best practices to smoothly and seamlessly manage leads from the moment the leads are generated, through qualification, ranking, nurturing and distribution to sales people or channel partners.

SmartLead is the only full-service lead management company with:

- Dedicated account managers to advise clients on best practices and implement their programs
- Web-based lead management, sales force automation systems
- Insightful analytics system
- In-house marketing services: contact center, direct mail, email, printing, web hosting, and an ISO-certified fulfillment/warehouse.

- ▶ **Pioneer in Lead Management**
- ▶ **Unequaled Expertise**
- ▶ **Comprehensive In-House Services**



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