

# Convert Website Visits into Actionable Sales Leads



LeadLander empowers sales and business development teams with the information they need to send targeted messages to prequalified leads.

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“LeadLander has proven to be an extremely valuable tool in our lead generation and sales process. Great too – worth every penny.”

– Hunter Jensen, CEO,  
Barefoot Solutions

A traditional web analytics system only offers a generalized overview of the traffic visiting your site. LeadLander goes beyond traditional methods, providing specific details about each site visitor – the information most valuable to a sales person and marketing team.

## Identify Website Visitors

Designed with sales people in mind, LeadLander lets you easily identify visitors to your website, regardless of which browser or device they're using, ultimately enhancing your prospecting efforts.

## Easy Reporting and Integration

Get automated reports and alerts for your sales and marketing teams. Enjoy easy integration to CRMs like Salesforce.com and marketing automation solutions like Marketo, HubSpot, Pardot, and others.

## Fantastic Value

No “per-user” charges, so get your whole team onboard for one low price.

## Convert Website Visits into Actionable Sales Leads

LeadLander is the perfect tool for salespeople and marketers who want:

- New leads (even those who do not complete a registration form)
- Alerts when prospects return to their website
- Pipeline accuracy
- Validation of their cold calls and meetings
- To tie inbound lead flow to marketing campaigns
- To deliver dynamic website content based on visitor history

## Key Features

### Powerful, Intuitive Dashboard

Better decision-making is possible with LeadLander's intuitive dashboard design. With information readily available at your fingertips, including recent visiting companies and in some cases, recent individual visitors, you have a snapshot overview of who's visiting your website.

### Detailed Website Visitor Information

LeadLander provides specific details about each person visiting your site, their trail throughout your site, as well as company details, including website, address, and phone number. This information arms sales and business development teams with the necessary information to enhance their prospecting and lead follow-up initiatives.

### Identify Your Most Effective Website Pages

With LeadLander, you are able to identify the pages most viewed by your website visitors to validate the success of your inbound and outbound marketing automation efforts.

### Instant, Daily, and Weekly Email Notifications

From instant email alerts when tagged companies visit your website to daily summaries of website visitors and weekly summary reports, receive pertinent email notifications containing valuable information without ever logging into the system.

**For more information on LeadLander, visit [uplandsoftware.com/leadlander](http://uplandsoftware.com/leadlander)**

## Who We Work With

ACCOUNTABILITY  
PARTNERS

BAIRD

ixia

barefoot solutions

CyrusOne

itree

PRECISION  
PROCESS

OMI

## About Upland Software

*Upland Software (NASDAQ: UPLD) is a leading provider of cloud-based Enterprise Work Management software.*

*Our family of applications enables users to manage their projects, professional workforce, and IT investments; automate document-intensive business processes; and effectively engage with their customers, prospects, and community via the web and mobile technologies.*

*With more than 2,500 customers and over 250,000 users around the world, Upland Software solutions help customers run their operations smoothly, adapt to change quickly, and achieve better results every day.*