**Acquiro's LeadFUSION Suite enables sales and marketing teams to achieve +90% data accuracy at all times.**

## LeadCARE

**Innovate your data cleansing process, and increase your revenue opportunities.**

Changing the sales and marketing lead generation game. Stop worrying about "dirty" data sitting in your business systems. LeadCARE cleans lead contact data and keeps them maintained and up to date continuously. Now you can avoid the pitfalls of on-going data decay.

Sales and marketing leads require constant care and refinement. LeadCARE complements Acquiro's LeadMATCH solution, and takes the pressure off of your internal team to update contact data records and keep them up to date forevermore. This sales data quality process is managed 100% automatically. That is, as long as you keep this data cleansing superhero around.

**ACHIEVE +90% DATA ACCURACY**

**We provide a guaranteed service level of +90% accuracy** as well as eliminate the issues associated with duplicate data records.

**NOTHING LIKE THIS EXISTS ON THE MARKET TODAY**

Some of what LeadCARE does is your classic "data cleansing" that some other solutions use--removing old records and updating contacts--the unique differentiation is that it augments your databases with targeted, verified contact information automatically. This enables your team to receive actionable insights on prospects using your defined customer profile.

LeadCARE utilizes a multi-touch, human and technology supported data verification process to rapidly refurbish the information already stored in your contact database(s).

**Our Forensic Reconstruction Process has shown a 4-5 times increase in actionable leads.**

## HOW IT WORKS



Normalization (batch processing) · Atomic (event-driven) · Human (manual processing)

Lead contact data captured from various demand generation programs

LeadFUSION Forensic Reconstruction Process

Portion of leads with good data quality

Leads with poor data quality

Net additional leads usually discarded due to insufficient data

High quality 'top-of-funnel' sales leads uploaded into marketing automation & CRM systems

## LeadCARE IN ACTION

- The key difference of the LeadFUSION Suite from any product on the market currently is that the data reconstruction process includes validating and completing *all empty fields* (correcting email addresses, providing titles, and so much more)
- The atomic steps in the reconstruction process is done within a few hours' time. The result is HIGH quality (clean) leads that are then automatically uploaded into your chosen business systems (CRM, marketing automation, etc.)
- When LeadMATCH is done, then the LeadCARE solution steps in. LeadCARE has been engineered to ensure lead contact data is maintained and up to date *AT ALL TIMES!*
- Leads that have changed jobs, or companies that have since gone out of business, these are all routine inspections and validations that all records go through meaning LeadCARE has 100% taken over your data refinement process forevermore.

**contact information/website**