



# Never Miss Another Lead.

*Increase qualified leads and conversions, and maximize marketing ROI with Lead Manager™, Bullseye's real-time location-based lead management platform.*

## Are Your Leads Languishing?

Target & convert customers better with Lead Manager™, Bullseye's cloud-based lead capture and routing system. Secure, scalable, and fully-redundant, Lead Manager™ empowers you to capture qualified leads from your website visitors in real time, and deliver them directly to local dealers, sales reps, agents and distributors for faster follow-up and higher sales conversion.

## Attract and Retain the Best Distributors.

For manufacturers, great dealer relationships are a key profit driver, and Lead Manager™ makes it easier to attract new agents and keep them happy in the long term. According to Marketing Services Manager Pat Everett at the Environmental Technologies Manufacturer Spruce, "The biggest benefit to us is customer retention. People are asking how do I get in your referral program—a side effect we hadn't anticipated. They want to buy our products so they can be in our referral process! The high quality leads pan out well for our professionals and they appreciate the fact that we offer it as a free service. People are finding the service more, therefore we're able to provide more leads, and we're getting a lot more thank-yous from our customers!"

## Modest Investment. Major Returns.

Most Bullseye clients find that their Lead Manager™ investment pays for itself quickly and many times over—and their ROI is easily calculated. Quincy Compressor, a manufacturer of high-end industrial air compressors, reported that their investment yielded \$250k in new business in the first four months alone. Within two years, Quincy attributed \$2M in sales directly to Lead Manager™, and the company continues to rely on Bullseye to drive revenue today.

## Close More Business With Less Stress.

The Lead Manager™ distributor locator system is powerful, flexible, economical and easy-to-use. And Lead Manager's™ ability to collect and manage rich, locator-based content out of the box is something that other locators can't do. Others may come close, but they're so complicated and expensive to configure for this purpose, Lead Manager™ is a substantially better buy. To make things even simpler, Bullseye also offers onboarding, configuration, and training assistance to ensure that your team members and dealers are successful with the software. And if you encounter any changes down the road, Bullseye's easily-accessible support experts are available to help.

## Accelerated Lead Management.

When a prospective customer is ready to reach out, slow response times can ding your brand reputation and result in lost revenue. Lead Manager™ empowers your agents and distributors to convert customers faster via shared CRM, and integrated form builder, email, and lead capture workflow. Lead Manager™ makes it possible to track leads through every part of the journey, and deal with potential problems and opportunities on the spot. For example, it's easy to see which dealers follow up and close quickly, so you can route more leads their way.

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We use it to connect homeowners to the professionals who buy our products. They get more business, we get more business... for the least effort possible, I make customers happy.

Pat Everett,  
Marketing Services Manager,  
Spruce

## RESULTS

To date, Bullseye client Quincy Compressor gained

**90k**  
qualified leads

**\$7m**  
in revenue



## Customizable, Interoperable & Efficient.

Lead Manager™ can be customized to support any search or branding requirements, across 41 countries and counting. Many of our clients integrate it with a standardized quoting system that allows dealers to quickly and efficiently generate customer quotes. Bullseye clients frequently integrate Lead Manager™ with third-party lead generation applications to handle a steady stream of outside referrals with Bullseye Accuracy. We can also integrate leads captured in Lead Manager™ and deliver them in real time to other CRM systems.

### LEAD MANAGER™ FEATURES

#### Custom Lead Capture & Routing

- Completed lead forms launch a location assignment, and custom emails are sent automatically or manually to the dealer, administrator, and prospective customer.
- Leads are routed and prioritized based on territory, radius, responsiveness and any other assigned criteria.
- Turnkey lead integration with third party CRM systems like Salesforce, Zoho and MailChimp delivers a streamlined process.

#### Efficient Follow-Up & Response

- For maximum efficiency, distributors can update a lead's status directly from the email notice, or by logging into the dashboard.
- Lead Manager's™ user-friendly Partner Management Portal makes it easy for an admin to issue action-required reminders, and assign any unassigned leads. SSO (single sign-on) capabilities with SAML or oAuth ensure that the shared CRM process stays secure.
- User-friendly Lead Manager features substantially increase the flow of qualified leads, for more-enthusiastic dealer participation.

#### Precise Tracking & Analytics

- Lead Manager's™ full-featured reporting suite lets companies manage and track leads by source, category geography, response status, response time, and more, for continual improvement.
- Conversions can be captured, so the exact ROI of the Lead Manager™ system can be proven.
- Lead Manager is a great tool for elevating customer experiences, and optimizing distributor relationships by seeing what works in real time.

#### About Us.

Bullseye Locations is a leading provider of global locator software and services. We develop turnkey locator software and integrated location content management solutions that help companies engage consumers, cut costs and drive growth.

Founded in 1998, Bullseye is privately held and headquartered in Branchburg, New Jersey. Bullseye serves 5,500 customers worldwide, including Loblaw, Mizuno USA, Honeywell, The Vitamin Shoppe, Lumber Liquidators, AIG and The Sika Group.

#### Let's discuss your goals and how Bullseye can help.

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GDPR  
Compliant



Privacy Shield  
Certified

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From a technical standpoint, we've been able to accomplish everything we wanted to. We really don't have anything Bullseye hasn't been able to do.

Eban Batharon,  
IT Manager,  
Spruce



Honeywell



Loblaw  
COMPANIES LIMITED

