

Streamline Your CANDDi

More on:

Product/Sector Split

1. THE PRODUCT/SECTOR SPLIT

PROS Automated lead distribution

CONS Depends on website path

USE ONLY IF You have Business Development staff who deal with distinct sectors/products, each of which is reflected by different sections on the website (pages/downloads/requests)

BEWARE: Some leads may be duplicated, team may need to be able to communicate when taking new leads


TRAFFICJoanna

TRAFFICAndy

TRAFFICLucy

[More Info Below](#)

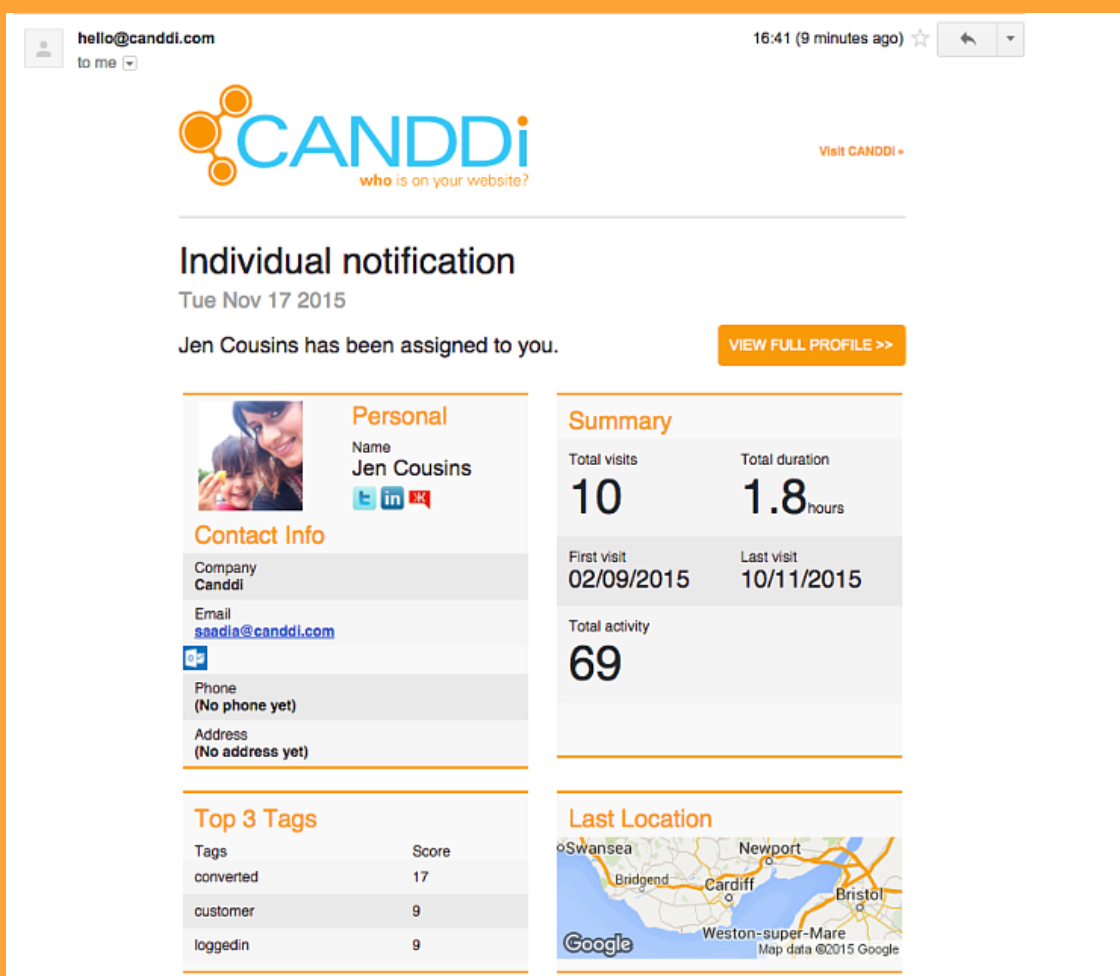
THE PRODUCT/SECTOR SPLIT

DAILY 	
Viewed Product A	(39)
Viewed Product B	(0)
Viewed Product C	(8)
Existing Customers	(85)

The Product/Sector Split config doesn't require you to have someone managing it in order to get the benefit of CANDDi insight to your sales team.

Leads can be assigned to a particular salesperson automatically depending on what page they've looked at on your website, what downloads they've made or forms they've requested. The salesperson can also be auto-assigned leads from their own prospecting email click-throughs.

Once a lead is assigned, the salesperson who owns it can be alerted whenever the prospect comes back online, allowing them to follow up when the prospect is hottest, and know which to spend their energy on.



hello@canddi.com
to me



16:41 (9 minutes ago)

CANDDi
who is on your website?

Visit CANDDi

Individual notification
Tue Nov 17 2015

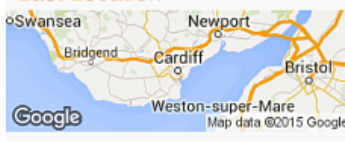
Jen Cousins has been assigned to you. [VIEW FULL PROFILE >>](#)

Personal	
	Name Jen Cousins
	
Contact Info	
Company	Canddi
Email	saadia@canddi.com
Phone	(No phone yet)
Address	(No address yet)

Summary	
Total visits	Total duration
10	1.8 hours
First visit	Last visit
02/09/2015	10/11/2015
Total activity	
69	

Top 3 Tags	
Tags	Score
converted	17
customer	9
loggedin	9

Last Location



If you like the sound of the Product/Sector Split, let your account developer know and they can discuss with you the best way to use your website setup to split up your leads, and whether this configuration is practical for you. Never lose track of a lead.