



# Streamline Your CANDDi

Each business has a different process, a different target audience, and a different offering. See these highly customisable streaming options for ideas of what to discuss with your Account Developer, to find what gets you the best results from using CANDDi!

## 1. THE DAILY STREAM

### PROS

Clear info by demographic, highly customisable categories

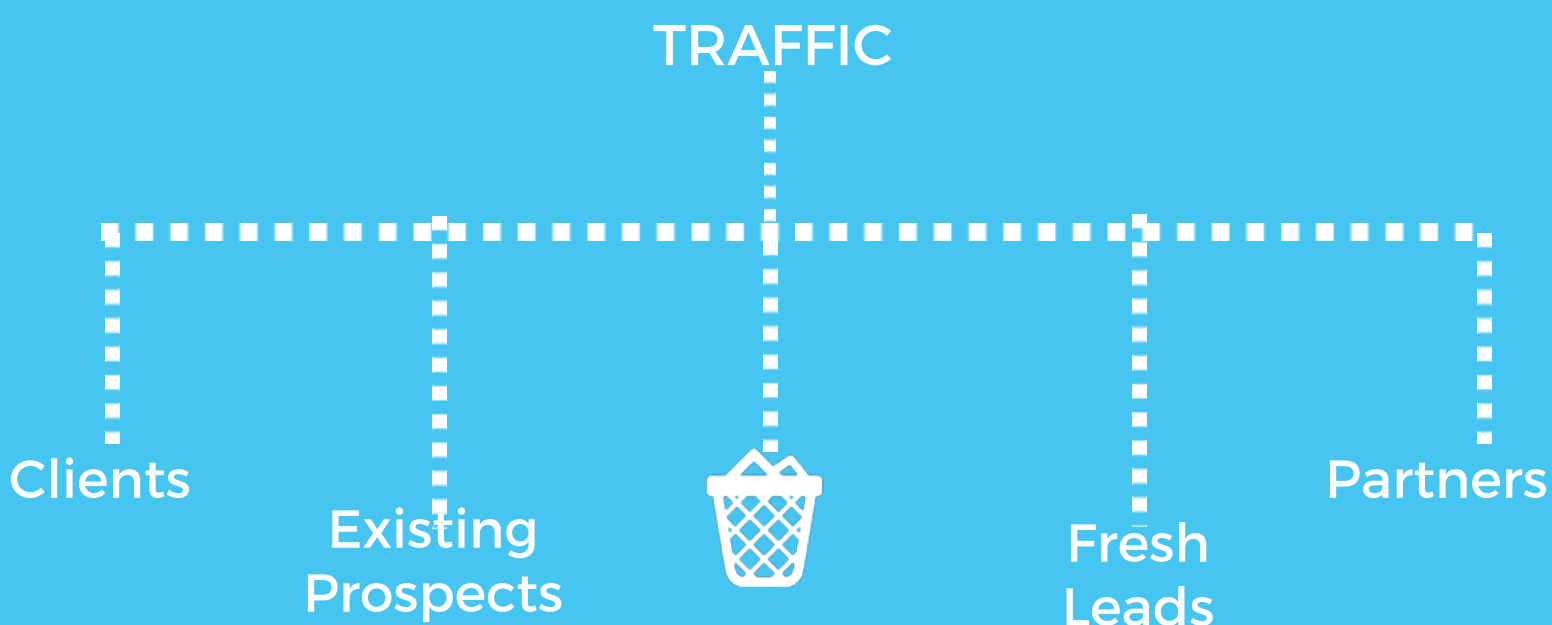
### CONS

Manual effort, need some time to see results

### USE IF

You can spend five minutes a day sorting people, it is easy for you to find out which visitors are existing clients/already being followed up with (and who by), you don't want your salespeople to spend too much time on CANDDi.

**BEWARE:** You need to keep on top of this tagging malarkey. Like, every dayish.



[More Info](#)

## 2. THE PIPELINE



### PROS

Can help enable marketing automation, passing of leads between different teams (qualifying->converting), large-scale nurturing of prospects

### CONS

Multiple users, takes effort to set up automation (and may be only available on premium and with some email platforms)

### USE IF

You have a sales process which involves at least two steps and tends to follow roughly the same course

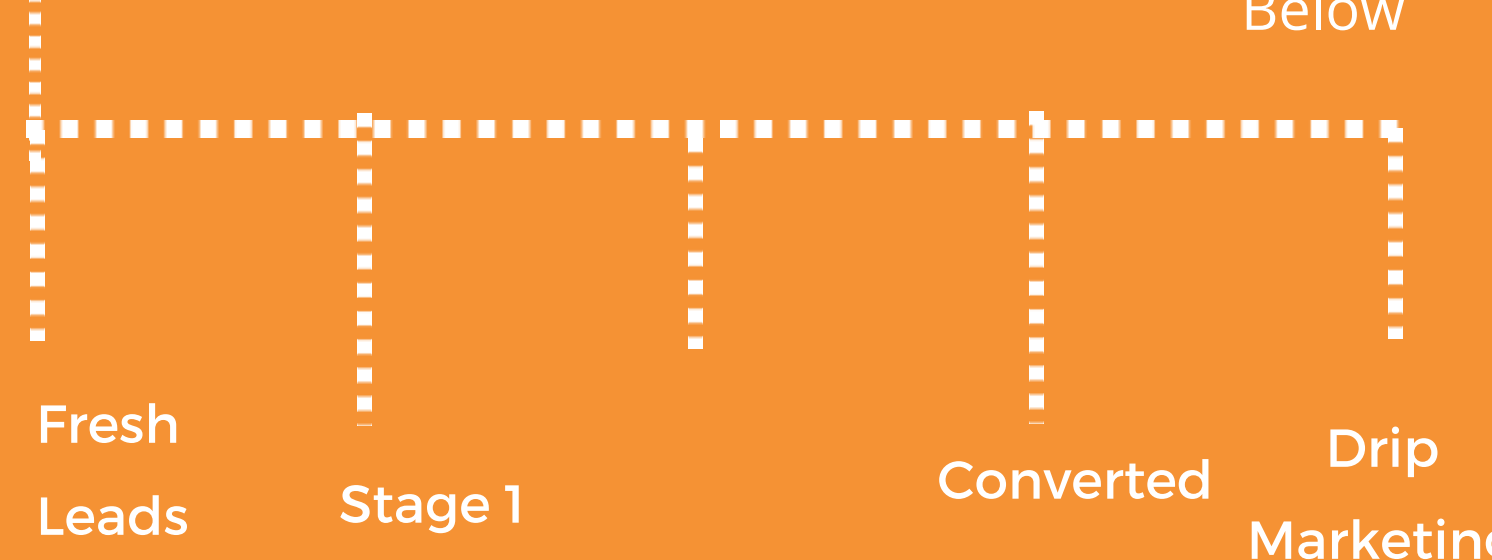
### BEWARE:

Check what your sales process is, and whether your email platform and subscription type support marketing automation

[More Info](#)

TRAFFIC

[More Info Below](#)



# 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

TRAFFIC.....Joanna

TRAFFIC.....Andy

TRAFFIC.....Lucy

[More Info](#)

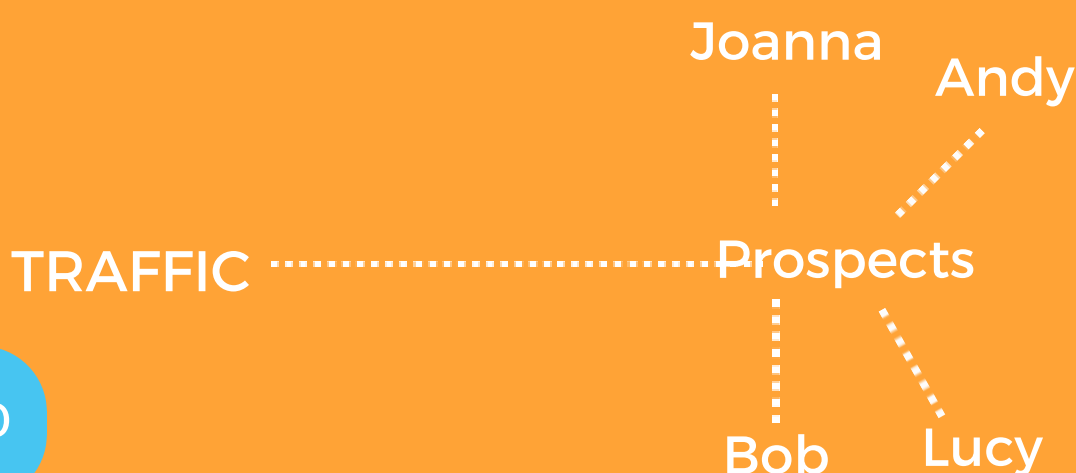
# 1. THE HUNGRY TEAM

PROS Doesn't need someone to manage it, quick and simple

CONS Sales team need to be fair about distributing leads

USE ONLY IF You have a small team/just one business development person, who are managing their own CANDDi

BEWARE: Team will need to be able to communicate when taking new leads



[More Info](#)