

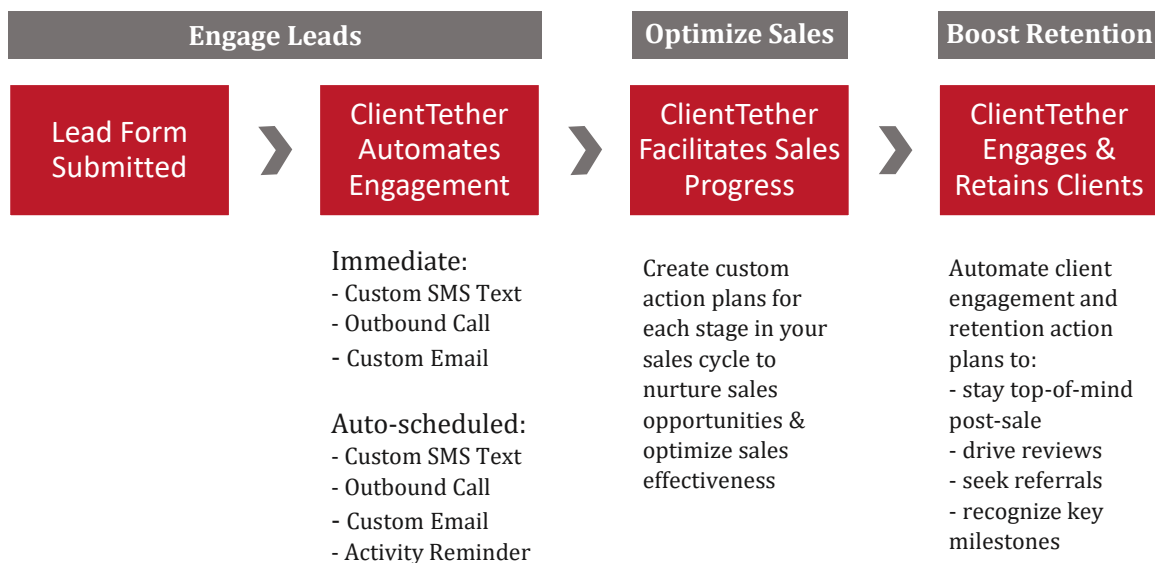
Lead Engagement Shortfalls:

- 1 Your marketing team just generated a lead... now what? Research shows that **up to 55% of leads never get contacted**. Of those that do get contacted, **more than 60% only receive one contact attempt**, and the average company makes **1.5 attempts**.
- 2 Additionally, the **average response time** to inbound leads is **44 hours**. Yet, we know that the likelihood of contacting a lead **decreases 10X after 5 minutes**. Clearly, sales and lead follow-up processes are insufficient to optimize ROI on marketing investments in lead generation.

ClientTether CEP Solution:

- 1 We automate lead communication via our ClientTether client engagement platform (CEP) through fully customizable sales processes and action plans at each stage of a client lifecycle.
- 2 Within seconds of a lead form submission, your lead can receive a customized text message or email and can be on the phone with your rep. You can also schedule consistent, value-added touches to engage your leads, nurture sales opportunities, and retain and build loyalty with your clients.

How It Works



To see how it works call (385) 217-7798 or go to www.ClientTether.com