

Account Intelligence Web Service, LeadGnome, Named Top Sales Tool 2016 By Smart Selling Tools

LeadGnome was named a 'Top Sales Tool of 2016' based on its innovative service mining valuable account intelligence from campaign response emails.

BOSTON, MA, USA, April 8, 2016 /EINPresswire.com/ -- LeadGnome, Inc., the leading Account Intelligence web service that mines email for valuable sales data, was named a Top Sales Tool of 2016 by [Smart Selling Tools](#).

Smart Selling Tools, Inc., is an analyst and consulting firm specializing in sales productivity and sales performance improvement through the use of smart sales tools. Each year, they perform an in-depth analysis on the latest B2B sales and marketing solutions and compile a roundup of the best new resources. This is the second year in a row that LeadGnome has been selected.

"We're honored Smart Selling Tools named LeadGnome a Top Sales Tool again this year. With its advanced natural language processing and data mining technologies, our service is invaluable to sales and marketing professionals who frequently send email campaigns to prospects and customers. We provide vital, actionable information that teams can use to increase connect rates and pipelines," said Matt Benati, CEO and Co-Founder of LeadGnome (<http://www.leadgnome.com/>).

LeadGnome's target customers are B2B [account based marketing](#) and sales professionals. What Benati discovered during his marketing career was that most sales and marketing teams were not in synch; resulting in lead based marketing strategies that were not aligned with the sales team's focus on accounts. In a B2B sales environment, it's not uncommon to engage as many as 17 people before a purchase decision is made. This makes finding the correct leads within a target account and maintaining the CRM a tedious task. With [The Radicati Group](#) estimating more than 128.8 billion B2B emails will be sent and received per day in 2019, LeadGnome is selling into the sales and marketing technology segment with a total addressable market (TAM) size of \$70B.

"Many organizations struggle to gain accurate, targeted, and up-to-date account intelligence," commented Nancy Nardin, President of Smart Selling Tools. "LeadGnome has a unique way of delivering this data to help companies grow their pipelines and increase customer retention rates."

According to ZoomInfo, customer databases become stale at a rate of more than 40% per year. LeadGnome solves this problem with an on-demand web service that automatically mines email campaign auto responses and matches the extracted sales intelligence to the appropriate target account in a company's CRM system.



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Some key LeadGnome benefits include: Increase sales and marketing alignment and productivity - Mine new contacts within target accounts - Enhance existing leads' contact information with title, role, phone number, assistant, etc. - Ensure contact information is accurate - Match leads to accounts – critical for account based marketing strategies.

"Feedback from our customers is overwhelmingly positive. Being named a Top Sales Tool of 2016 validates that our web service is innovative and useful to broader market. LeadGnome solves multiple large pain points for sales and marketing professionals who, in turn, can drive millions more in revenue, significantly increase sales productivity, and eliminate millions in manual data management costs," concluded Benati.

About LeadGnome, Inc. - LeadGnome, the category-defining Account Intelligence web service company, mines emails to generate new contacts, enhance and maintain existing leads, and provide actionable intelligence that fuels sales acceleration. Named a Top Sales & Marketing Tool by Smart Selling Tools, LeadGnome provides an innovative, highly-effective way for sales and marketing teams to increase connect rates, identify decision makers and influencers, and grow their pipeline. Learn more at www.leadgnome.com.

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