



Moblico and LeadSmart Technologies Announce Innovative Strategic Partnership

Moblico and LeadSmart Technologies form strategic partnership enabling wholesale distributors to gain deep insights into customers and accelerate revenue growth

KANSAS CITY, MO/SANTA BARBARA CA, USA, September 19, 2022 /EINPresswire.com/ -- LeadSmart Technologies, a leader in the cloud-based CRM, Channel Collaboration, and Customer Intelligence market and Moblico, the premier innovator of mobile engagement solutions tailored to the needs of wholesale distributors jointly announced today a strategic partnership and technology integration.

Moblico provides a comprehensive mobile communication, commerce, and marketing platform to wholesale distributors and manufacturers in the US, Canada, Mexico, Latin America, and Europe. Moblico's technology includes integrated solutions for mobile messaging, native custom branded mobile applications, data-driven segmentation, automated notifications from ERP systems, integrations with leading eCommerce software providers, geo-fencing and beacon targeting, instant mobile payment, and much more.

LeadSmart has integrated its innovative Channel Cloud SaaS platform with Moblico's marketing engagement platform enabling engagement actions, customer journeys and mobile conversations to be synced, tracked, and analyzed directly within LeadSmart Channel Cloud. Wholesale distributors can also publish powerful LeadSmart CRM features directly into custom-branded native mobile apps produced by Moblico.

"For more than a decade, our mission has been to help distributors use mobile technologies to improve the customer experience and drive increased sales. We bring an unmatched level of experience and know-how to the market. We've helped companies who have fallen behind in developing a digital-mobile strategy to quickly bridge the technology gap, and leapfrog ahead to where their customers want them to be," said Pierre Barbeau, CEO of Moblico. "By partnering with LeadSmart, Moblico can now offer a full stack solution to our customers that seamlessly incorporates modern CRM and customer intelligence within the Moblico platform. The LeadSmart offering is different from typical CRM software systems because it was created and developed by industry veterans to meet the specific needs of distributors and manufacturers," says Barbeau.

LeadSmart Channel Cloud combines an innovative CRM with a robust Customer Intelligence

solution that has been designed and developed specifically for distribution companies. LeadSmart Channel Cloud enables manufacturers and distributors to have visibility and accountability into sales, marketing, account planning, full line selling, and customer expansion and includes other purpose-built tools that help both sales teams and leadership have insights into business opportunities and drive revenue growth.

“By connecting the LeadSmart Channel Cloud platform with the Moblico mobile engagement solution we can provide much deeper insights and business intelligence to our customers that can help them spotlight revenue growth opportunities and provide a superior customer experience,” says LeadSmart Co-Founder and CEO Kevin Brown. “After over 30 years in the wholesale distribution industry, I understand the challenges industrial distribution companies have in managing new business opportunities. Our partnership with Moblico is exciting for us as we share the same core focus of achieving outcome-oriented results vs just providing more software,” says Brown.

LeadSmart Channel Cloud incorporates a pre-built App architecture that revolves around 8 critical business metrics including Sales, Marketing, Leads, Opportunities and Deals, Partner Relationships, Activities, and Customer Expansion resulting in rapid implementation and early ROI.

About Moblico

30+ year Mobile technology veteran Pierre Barbeau co-founded Moblico with Jim Barnes in 2010 with the goal of making innovative mobile technology easy and effective for wholesale distributors. Moblico offers a comprehensive mobile communication and marketing platform that is uniquely tailored to each distributor client and delivers proven solutions that are easy to deploy.

About LeadSmart

LeadSmart is an industry-leading provider of CRM, Channel Collaboration and Customer Intelligence solutions for wholesale distribution companies such as manufacturers, sales agents, dealers, and distributors. LeadSmart products are purpose-built and based on 30+ years of experience in the distribution market. LeadSmart has users in over 20 countries supporting multiple languages. LeadSmart is a preferred CRM supplier partner for leading manufacturers, distributors, sales agents, industrial buying groups, and trade associations throughout the U.S. Canada, Latin America, and Europe.

Press Contacts

Taylor Aguirre

Moblico

+1 618-798-1510

taylor.aguirre@moblico.com

Kevin Brown

LeadSmart Technologies

+1 833-532-3832

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

[Other](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/591441353>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2022 Newsmatics Inc. All Right Reserved.