



## HIGHLIGHTS

Imagine all your leads flowing to a single location. NetLine Lead Stor is a complete data storage solution. Import, score, de-dupe, validate and export leads all from a single location. Along with your NetLine generated leads, other leads from external sources can be directed to a central repository, where you can manage and streamline while analyzing and determining additional marketing activities, and recognize increase ROI and efficiencies.

### The NetLine Value

- Automated import and validation checks.
- Centralized and secure management of your leads.
- Automates administrative tasks.
- Standardizes lead data format
- Built in lead rating and data integrity checks.
- Reporting and data analysis.
- Automatic export and integration with other SFA/CRM databases.



## Lead Stor, Lead Database for Unified Lead Management

NetLine' Lead Stor lead management database solution provides marketers a central location to maintain lead records from multiple sources using a standard format. Lead Stor automates the import and validation checks of leads into a centralized management system where sorted leads can be exported to lead nurturing campaigns and other FA/CRM programs.

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*"At SAP we consider accurate data to be the lifeline of our global marketing organization. NetLine's Lead Store provides us with the ability to monitor our 3rd party media campaigns at a holistic level. We get all of our campaign information summarized and organized so we can easily optimize future media purchases with the data they put at our fingertips. NetLine has saved our marketing managers hundreds of hours by handling our vendors and ensuring their responder data is accurate and complete."*

*Terri Jo Tatusko, Online Marketing Manager  
SAP America Inc.*

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NetLine's Lead Stor ensures leads are routed efficiently to appropriate destinations and frees marketing resources from administrative tasks to focus on marketing strategy and tactics.

## Data Reporting and Analysis Improves Program ROI

Calculating ROI for marketing activities is difficult, since you need a feedback loop from sales that is often not available. But our reports can calculate your cost-per-lead (or cost-per-response), which goes a long way toward helping managers know where to allocate marketing dollars.

Our technology provides tracking and reporting that can help you evaluate everything from brand building to ROI. And its flexibility allows you to create custom reports based on your specific goals.

NetLine’s superior technology and expert services ensures successful lead generation programs. NetLine reduces the complexity and high-cost of lead management and lead generation using dozens of automated and streamlined systems. Lead Stor, lead management database unifies the data from your NetLine supported initiatives as well as data from other sources, automating functions, centralizing management and reducing costs.

**Features**

Automated Import, Validation Checks, and Reporting

- Multi-vendor, Multi-source data importing.
- Customizable de-dupe rules.
- Fraud and data integrity checks.
- Data integrity checks.
- Lead tracking by source, offer, and campaign.
- Lead rating with ROI tracking.
- Auto generation and forwarding of contact request to designated sales specialist or call centers.



Example: Comprehensive, automated reports.

Centralized and Secure Management

- List selects and queries.
- High-quality lead parsing, by type or record.
- User-defined fields and lead rating validation.
- Suppressed and opt-out leads storage.
- Export to external CRM programs using defined business rules.
- Lead export to third party systems.
- Campaign results comparison, by offer or by vendor.
- Custom and standard reporting and data analysis through web portal.

**Benefits**

Reduce Program Management and Resourcing Costs

- Gain budgeting and resourcing efficiencies with no additional data management, IT Support or infrastructure required.
- Improve program alignment with standardized lead data.
- Acquire and retain customers for less.
- Ensure data hygiene, eliminating “dirty” or redundant leads.
- One unified process to manage all data source vendors.

**Extend the Value of Lead Generation with Lead Stor**

Combined with any NetLine superior Lead Generation or Lead Nurturing solutions, like NetLine’s Second Touch, NetLine’s Intelligent Lead Nurturing, or Distributed Solution, NetLine’s Lead Stor will extend the value of your Lead Generation programs, by ensuring unified lead data management, a standardized lead data format and enhanced tracking and reporting.

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**About the Network**

Our network is the foundation of our expansive distribution platform, and includes NetLine’s TradePub.com and 1000’s of B2B Web sites, Blogs, and relevant online properties. Our audience of business professionals is continually expanding, and with a 75% average of traffic driven from our partner sites, the result is a higher influx of fresh and new prospects on a consistent basis, in contrast to large destination sites.

**About NetLine**

NetLine Corporation is a leading B2B performance-based integrated marketing company that provides online lead generation and marketing services for Advertisers, Marketers, and Publishers. Clients include IBM, Juniper Networks, Microsoft Corporation, Neo@Ogilvy, SAP, and Universal McCann, among others.

For more information visit, [www.NetLine.com](http://www.NetLine.com) or call NetLine to speak with a programs expert 408.340.2200.

