

# 3 Reasons Why Blitzen Should Be Your Go-to Lead Management Database

In the next two minutes we are going to make the case for why Blitzen is the best lead management database for marketers and sales teams. Start the clock.

## 1. Instant data enrichment to save you hundreds of hours on lead research

Whenever you capture a lead, Blitzen starts searching the web for demographic data and firmographic data from websites like Facebook, Twitter, and LinkedIn. Basically, it fills in the gaps to create an enriched contact profile that will allow you to:

- Find out the best-fit leads for your business
- Personalize your marketing campaigns
- Bolster your CRM with more complete data

## 2. Sophisticated lead scoring to help you focus on the most qualified leads

Blitzen provides you with a way to score leads based on in-depth characteristics gathered in the data enrichment stage like age, corporate titles, social profiles, website traffic, location, etc.

60


company info ▼

website traffic ▼

United States ranking ▼

is at most ▼

100000

ON 

## 3. Segment leads for targeted actions based on attributes that matter

Not all of your customers have the same needs, so why treat them all the same? With enriched data and lead scoring, you can sort your leads based on similar qualities and attributes with greater accuracy so you can:

- Send the segments to the appropriate CRM and marketing automation tools
- Tailor relevant messaging to your audience
- Give your sales team more qualified leads