

How to Grow Your Sales by 341% ...

... with **less work** and in **less time**

Here's what most businesses don't know

On average, **only 27% of leads and customers get followed up properly*** - often because there simply aren't the resources to do so in a timely and cost-effective way.

With the right processes and technology, up to 92% of leads and customers can be followed up effectively, quickly and automatically - a **341% increase in qualified sales opportunities***

Automation drives a **14.5% increase in sales productivity** and a **12.2% reduction in marketing overhead****

Research by *Harvard Business Review & **VentureBeat

Reports overview



The reporting dashboard screenshot above shows the growth in sales for one of our clients over 12 months to July 2020, with **automated lead follow-up and customer retention** processes in place.

With no additional investment in their sales and marketing team, they've enjoyed **312% growth in monthly recurring revenue** and **287% growth in the number of customers**.

How it works

Technology linked to your website and lead generation activity drives an automated multi-channel approach to **follow-up, qualify and convert more leads**, and to **grow sales and loyalty with existing customers**.

Automations could include web landing pages, emails, text messages, online chat, social ads, push notifications and more.

Messages are automatically personalised and targeted to the individual, and delivered at scale, saving cost and time.

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James Welch, Director, Embryo Digital

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