

Whitepaper - matelso platform

# Communication based lead management - Booster for Marketing and Sales

matelso.



# What you can expect

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## Turning data into successful business stories

Your customer journey is full of valuable insights. matelso optimally combines telephony, chat, video calls, email and contact forms into intelligent, cloud-based software solutions and platforms that make your life easier and your business faster, more agile and more flexible. For better marketing results and more efficient processes throughout your organization.

Frank G. Froux, founder & CEO, matelso:

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„We know from current studies that up to 30% of leads from conversational touchpoints such as mail, (video) call, chat or contact forms are simply not answered (in time) and are thus lost. In times of digitalization, no company can afford that anymore!“



### The customer journey is often not (yet) mapped 100%

Marketers spend a lot of money every year on advertising campaigns and marketing activities to make their products and/or services visible in the digital space. Their goal: generate leads and gain useful data about their customer journeys to further refine them and improve their marketing results.

All of these measures ultimately generate data that marketers track, analyze, and evaluate. But is this really enough? With the insights they gain in this way, marketers can only optimize marketing and lead management processes to a certain extent.

BECAUSE: The customer journey is not mapped 100% - the connection between the dimensions clicks and conversations is missing. In order to make truly useful decisions, the conversational touchpoints (telephony, video call, chat or mail) must be included in the consideration. This is the only way for marketers to obtain the relevant data that reflects the achieved success. Only then do they know the concrete value of a lead!

What we've learned about using conversational touchpoints from call tracking:

- 20% of inbound calls remain unanswered!
- Calls convert up to 15 times better than online contact forms!
- A comprehensive evaluation of the marketing ROI is not possible with the existing data!
- The existing customer insights do not allow for efficient lead scoring!

## Optimize lead scoring and the determination of real marketing ROI

Lead scoring and real-world determination of inbound lead ROI are two of the most critical challenges CMOs and marketers face today.

Why? It's simple: especially in B2B environments, website visitors often quickly enter into direct communication with a company for in-depth advice - whether via email, contact form, phone, video call or chat. This is where traditional tracking and analytics approaches break down and make it difficult to determine the true value of a lead - there is no connection between clicks and conversation.

Companies can only improve their marketing efforts and budgets in a value-added manner if they can record, analyze, and then score (lead scoring) the relevant data from direct inbound lead interactions. This information and insights are essential to optimize marketing processes and investments in a way that adds value. But this is not so easy.

Currently, companies are primarily hindered by the following three pain points:

### The highly complex MarTech world

Finding the right tool for the right task is hard!

### The data silo hell

In the course of the customer journey, data is often lost in separate company silos.

### Low data quality in CRM

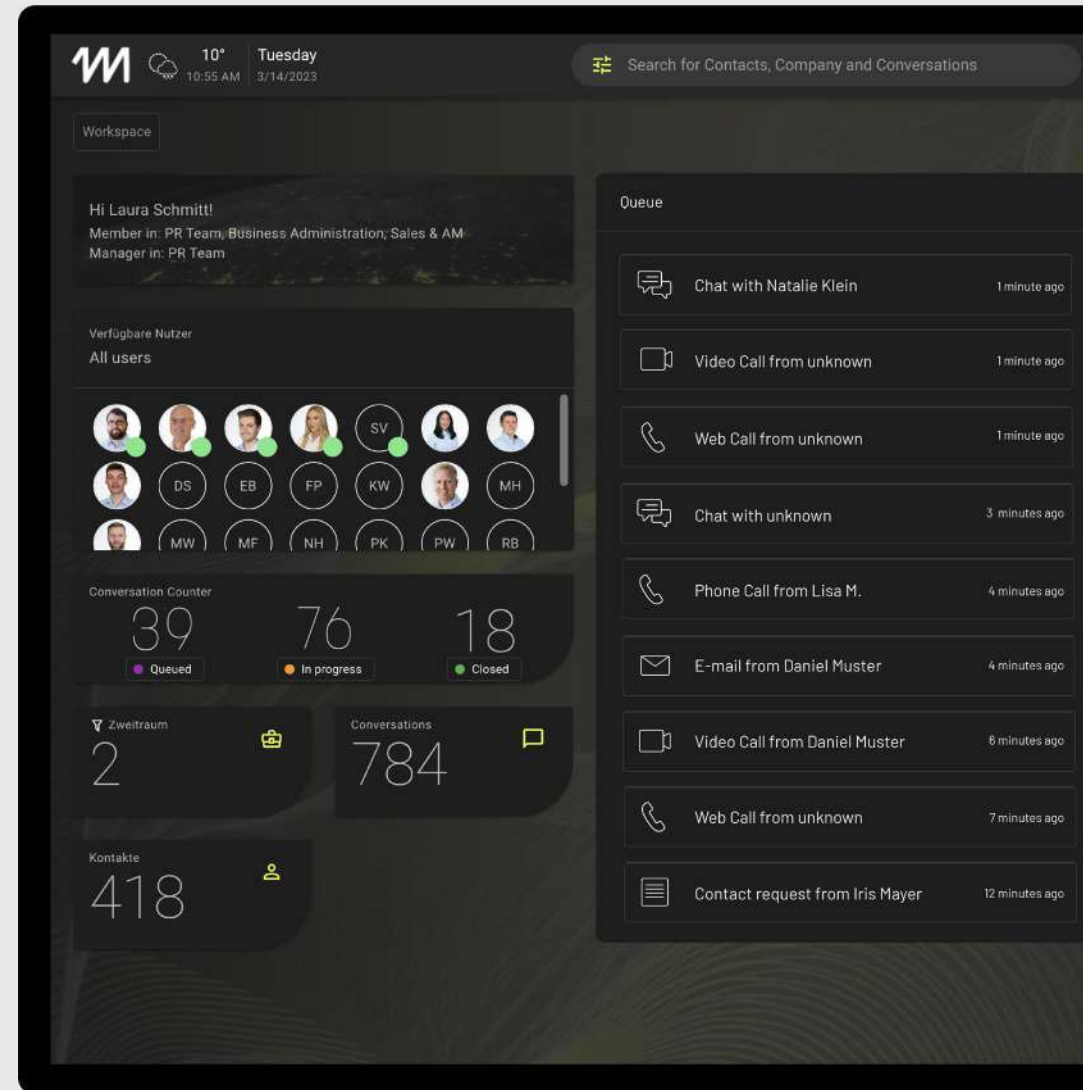
It is very complex to collect all relevant data for marketing, customer care, sales and management and make it tangible

## Communication based lead management

The cloud-based matelso platform for a communication based lead management eliminates the gap between online and offline data. The result: a tool that massively improves all marketing and lead management processes - and makes the entire company more successful.

Marketers can integrate and use **ALL** relevant conversational channels into the existing website very easily and quickly. The system can be set up in just five minutes - everything from a single source, without cumbersome individual integrations and data silos. This allows them to transfer all data from conversations into their favorite CRM and analytics tools, and refine their campaigns with existing first-party data. The result is a true 360° view of all marketing processes, combining clicks and conversations.

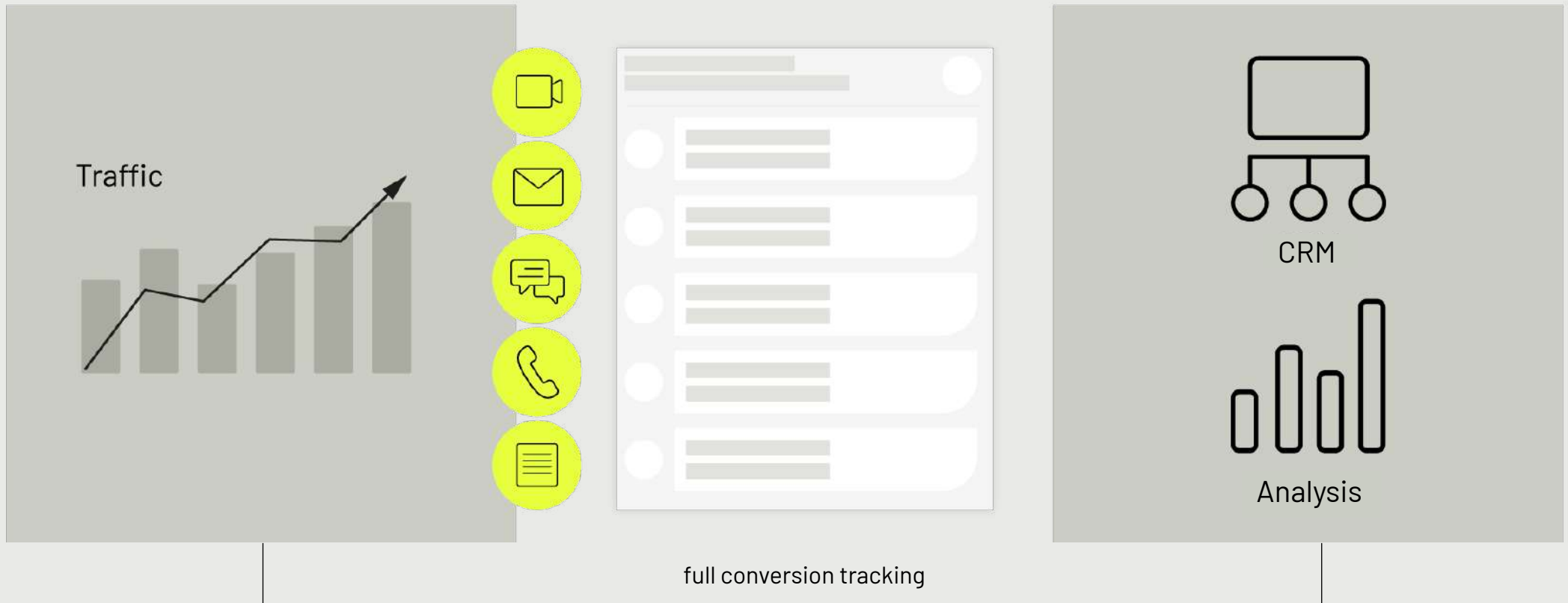
The real added value of the matelso platform: Marketers know for the first time WHO, WHEN and HOW communicates with the company. In addition to the existing metadata, they can now also directly record the result of the communication in the CRM - and thus know the true value of their leads and their marketing ROI. The result: a significantly improved lead management process. No contact goes unanswered, no lead goes cold.





Communication based lead management

Specifically, the matelso platform helps marketers determine their true marketing ROI and implement an efficient lead scoring process. Thus, our solution significantly pays for the marketing success and generates more valuable leads for the same budget.



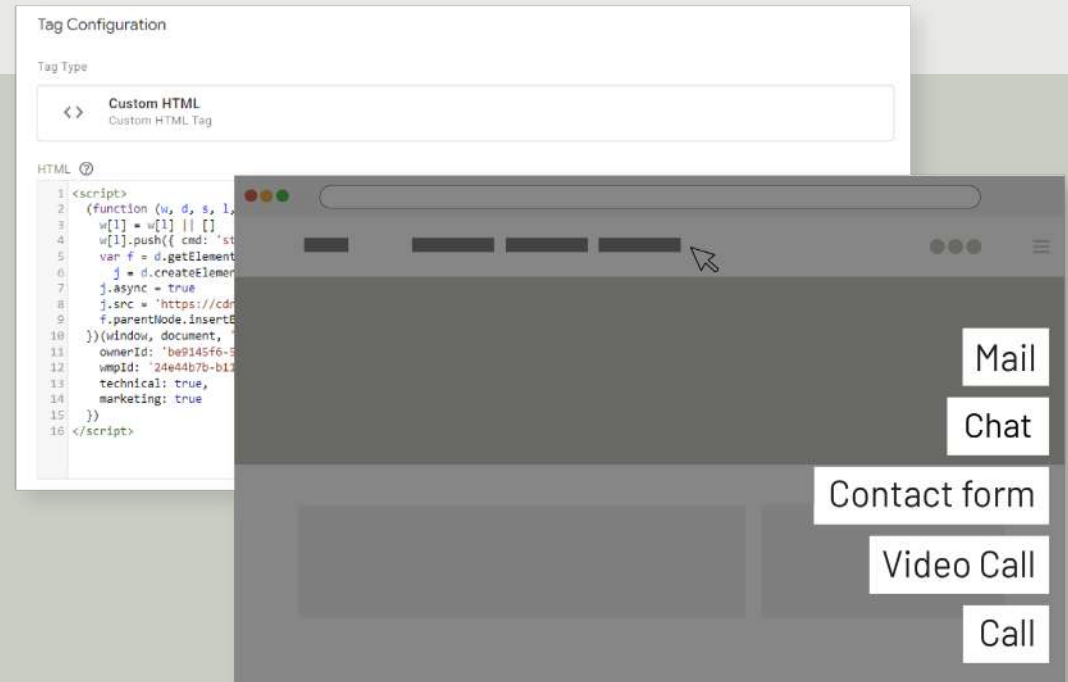


## so simple

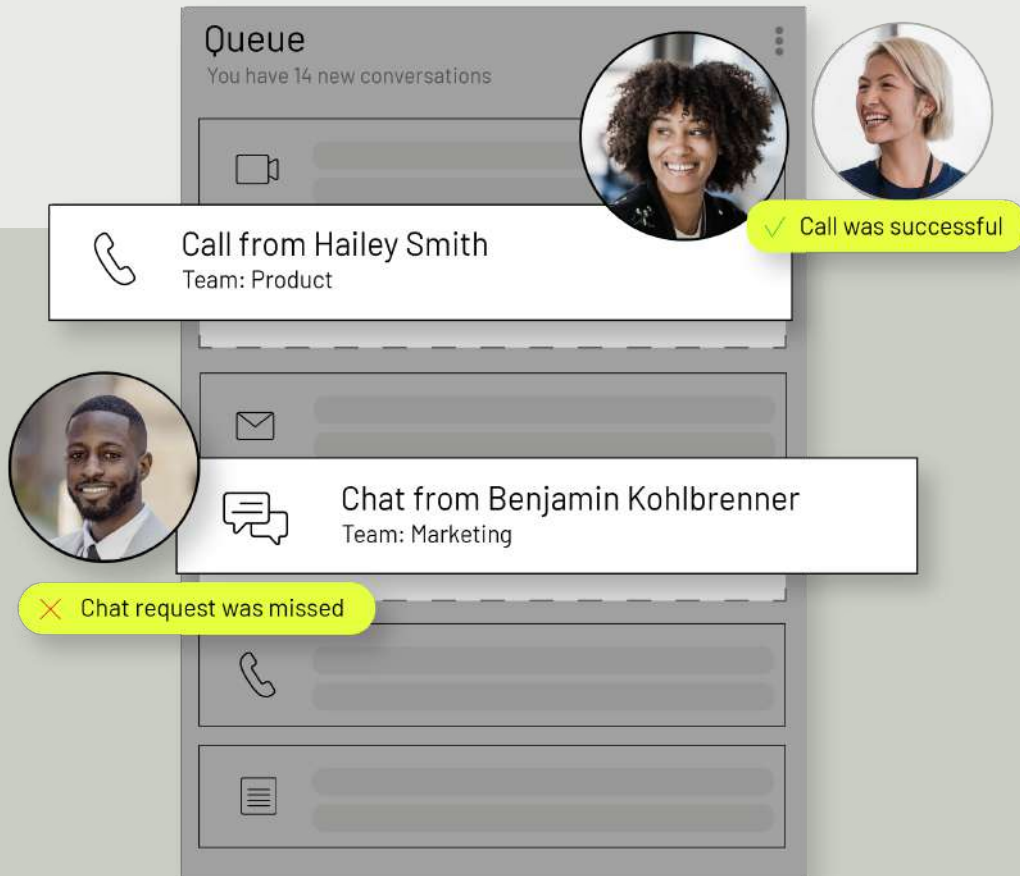
Because we radically simplify processes.

Video call, chat, contact form plugin, telephony, web telephony, mail, and phone system and much more. - in the matelso platform all this is already included from one source and available in a few minutes on the website.

Thanks to our webmaster plugin, we simplify your toolchain significantly. All conversations are conducted in one place, making clear tracking easy for everyone, without having to be an IT or data expert. Look forward to an efficient and resource-saving workflow - and a lead management process of the future.







## so powerful

Because we create progress.

We take conversations and prioritized work to a new level. With Queue Management, you manage and process all leads centrally in one place. Whether it's a chat or a call, an email or a video call, you have all conversations on one interface that's ready for your employees to use right away without lengthy training or additional hardware. Get the most out of your customer journey and optimize lead management and communication processes across multiple channels. Benefit from an application that grows with your needs.



## so smart

Because we know more about your customers.

The communication module is the center of our platform. With it, you not only understand who communicates when and how, but also what your customers talk about with you and what is agreed upon. In addition to tracking insights (web data, shopping cart content or information about user behavior on the website), this module also includes customizable lead scoring, which you can use to calculate a real marketing ROI. With better data on lead quality, you can increase your budget efficiency and transparency throughout the entire marketing and lead management process.

Google Ad clicked

Shopping cart: Tablet 750

Sent an email 3 days ago

Call started on the website

☆☆☆☆☆ Rate Video Call

Add tag: "Interested party"

Add notes



so integrated

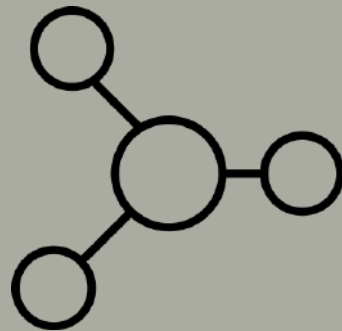
Because we combine experience and innovation.

The combination of many years of accumulated knowledge and the drive to constantly develop better applications for you creates innovative solutions that can be precisely integrated into existing infrastructures. With the matelso platform, you can integrate and transfer all your conversion and customer data related to lead management into connected third-party systems such as CRM, ad channels, ERP or analytics tools.

From the click on the website to the evaluated lead in the CRM/ marketing tool - the matelso platform is the solution.

Simplify toolchain

More time and resources for lead generation



Focus on insights

Real insight to identify growth opportunities



Marketing uplift

More success and higher marketing ROI





The matelso platform is designed as a future-proof, scalable and evolutionary MarTech solution. In future development stages, further use cases are planned that massively pay attention to the topic of customer experience - with future technologies such as Artificial Intelligence and Big Data. This will enable decision-makers across the company to collect and analyze a much wider range of data and use it to optimize all business processes.

### Our first use case - Black/White List:

An AI analyzes ongoing conversations directly for important keywords and gives optimized suggestions for improvement to the consulting employees in real time - as a black/white list. In this way, they receive precise instructions on how to use the right wording to increase the probability of closing a deal.

Thinking further, the AI can also check the conversation for speech quality or tonality and even evaluate what the customer is specifically interested in. For example, it can identify user behavior on the website - e.g., product page visits, shopping cart contents, etc. - and connect customers directly with a suitable contact person when they reach out to the company. The consultant thus has valuable insights at his disposal to be even more successful - for example, to provide the potential customer with further information material such as how-to videos or product data sheets.

With these measures, the customer experience and customer loyalty can be strengthened even further - which has a direct impact on sales figures and the company's success.

Everything important about matelso

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Over 15 years of  
success in the  
MarTech market

10k +

Websites  
use our  
Call Tracking

500

Over 500  
customers

Who we are and what we do

matelso GmbH is one of the leading providers of MarTech solutions and platforms for communication based lead management, Call Tracking, online and digital marketing and Digital Customer Experience. For more than 15 years, the 40-strong team based in Kaiserslautern, Germany, has been setting innovative trends and helping its customers optimize their marketing campaigns and spendings.

In addition, matelso empowers companies to set up more efficient and better sales, customer care, decision-making and communication base lead management processes – using turnkey and cloud-based technology. Everything can be seamlessly integrated with third-party systems such as CRM or analytics tools. This is a real win-win situation that is trusted by well-known companies and brands such as the Autoscout24 and Immoscout24 portals, the agency moccamedia, the electronics retailer Euronics, the car manufacturer Nissan, and telecommunications companies such as Vodafone and Telefonica.

You can find more information about matelso here: [www.matelso.com](http://www.matelso.com)







# Start directly with the Lead Management of the Future.

A free test access, more interesting facts about the about the matelso platform and the possibility of a content content deep dive can be found here:

Deep Dive:



Test platform:



More Info:

