



SalesWings Takes Lead Enrichment to New Heights with FullContact

SalesWings, a high-tech solution provider based out of Lausanne, Switzerland, maintains a relentless obsession with the sales process. That's why the company was formed—to help businesses increase sales and create more customers.

"We put your hottest leads at the top of the list," says Philip Schweizer, Co-founder, CEO, and Head of Product. "We recognized that not every organization wants or needs a sales automation system. We built a simple, yet powerful [website tracking and lead prioritization solution](#) for everyone."

Specifically, [SalesWings](#) offers a solution to track, score and prioritize sales leads and ultimately win more business. It integrates with any email marketing solution, web form, landing page tool, or sales prospecting software to provide real-time notifications. Moreover, it takes advantage of identity resolution and data enrichment from [FullContact](#) as a crucial component to giving sales reps customer insights.

"FullContact allows us to deliver faster lead qualification using complete data and real-time updates," explains Schweizer. "We built a better solution that meets our customer's needs, and gives them the ability to accelerate the sales cycle."

CHALLENGE

SalesWings built a website tracking and lead prioritization solution for businesses that didn't need a sales automation system. The company wanted to provide enriched data as a crucial component to giving sales reps customer insight.

SOLUTION

FullContact Enrich API

BENEFITS

SalesWings leverages identity resolution to create complete profiles that improve lead scoring, lead qualification, and lead prioritization. Reps use the real-time intelligence to accelerate the sales cycle.

SalesWings Soars

Today, SalesWings takes advantage of the ability to locate every social profile associated with an individual and to integrate them into a single, seamless record. For companies deploying the SalesWings solution, they instantly improve off-the-shelf email and web solutions by adding web tracking and lead scoring, and facilitating marketing and sales alignment on leads. They run the full gamut of industries, including finance, mortgage, insurance, recruitment, manufacturing, and high tech. With FullContact, the SalesWings solution can take one or two data points, such as an email address or a phone number, and integrate and enrich data seamlessly.

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- Philip Schweizer
Co-founder, CEO, and Head of Product,
SalesWings

Lead Intelligence

SalesWings gives customers the ability to instantly gain a snapshot of tracked leads, including contact info, company size, job position, education, social profiles, interests, and more. The [customer intelligence](#), supplied by FullContact, enhances the relationship building process. It gives insights into who a prospect is on a personal level.

Users can begin conversations and nurture leads by understanding where prospects live, which brands they buy, as well as related interest and behavioral data.

The screenshot displays a lead profile for Olivier Droz, founder of SalesWings. The profile is divided into several sections:

- Interest Insights:** Lists visited pages, including saleswingsapp.com/lead-scoring-integration-for-salesforce, saleswingsapp.com/pricing, saleswingsapp.com/saleswings-lead-scoring-case-studies, and saleswingsapp.com/lead-scoring/3-use-cases-for-our-all-new-predictive-lead-activity-scoring-add-on-for-salesforce-co.
- Activity History:** Shows recent activity on saleswingsapp.com, pricing, case studies, and lead-scoring/3-use-cases-for-our-all-new.
- Lead Profile:** Provides location (Lausanne, Switzerland), job title (Founder), and company information (SalesWings, 15 employees).
- Time for Social Selling!** Includes social media icons for Facebook, Google+, LinkedIn, and Twitter, along with a follow-up email link.
- Lead Company Heads-up:** Details about SalesWings as a software company based in Switzerland, including website, founding year (2014), employee count (15), and location (Vaud, Switzerland).

Lead Scoring

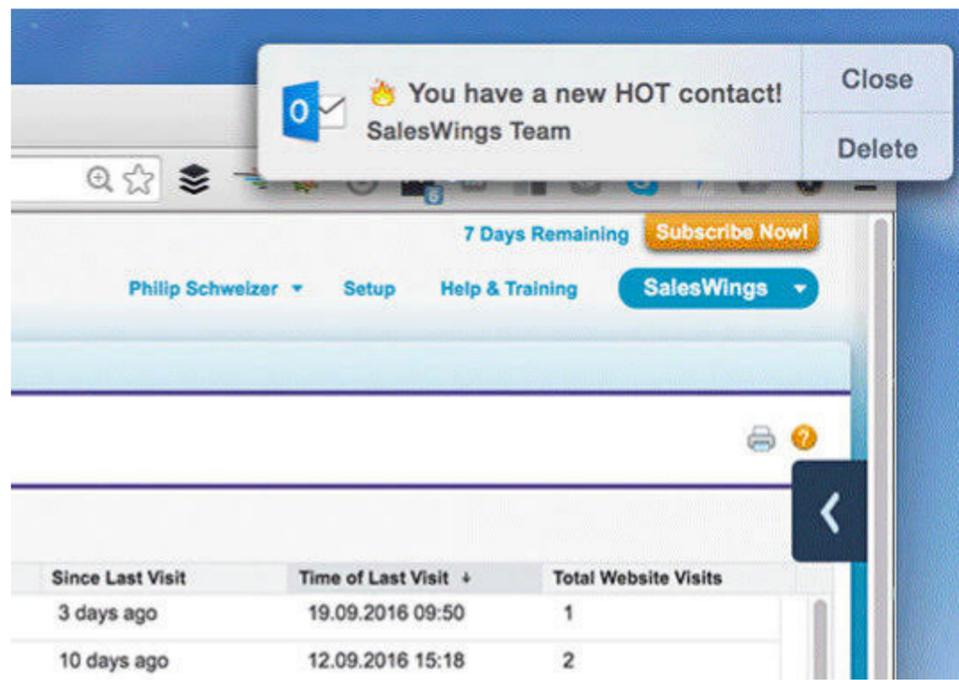
Saleswings allows users to determine whether a lead is worth pursuing. SalesWings looks at frequency and recency of website visits, interactions, and profiles to determine a score that informs your marketing and sales staff which leads are ready for customer contact, which may need additional nurturing, and which do not qualify.

A key component to the scoring involves customer identification, and viewing attributable data that goes beyond interactions with the brand. That's where FullContact data comes in. Injecting relevant details such as a customer's online influencer score; topics of interest; and lifestyle, brand, and product affinities that combine to accurately score a lead to determine the next steps a brand should take.

Lead Prioritization

If the lead is qualified, the customer record is automatically highlighted for the sales rep, instantly providing a view into a wealth of information to [prioritize sales activity](#). Instead of manually performing a client search using Google, LinkedIn, or other search engines and social platforms, which could take several minutes, SalesWings supplies lead data in seconds.

For instance, a user can instantly see whether the lead is a CEO for a mid-sized retail company located in the sales reps region, indicating a contact with budget and authority; or if the lead is a postgraduate student interested in doctoral research around consumer buying behavior. Having customer insight into whether the person meets the criteria for successful selling helps focus on quality opportunities, maximizing resources and giving the business a competitive edge.



The Next Ascension

SalesWings is now innovating how to provide prioritization for the entire lead database so that real-time, precise segmentation can take place. With FullContact data playing a role, SalesWings will be able to segment large databases in minutes, providing deep audience insights along with real-time tagging and other features that enable sales to perform account-based marketing, influencer outreach, and other functions.



FullContact

Founded in 2010, FullContact, Inc. offers industry-leading Customer Intelligence APIs which enable companies to unlock the benefits of understanding their customers and prospects holistically.

For more information about achieving enrichment with the highest levels of data quality and security, please visit www.fullcontact.com.