



Predictive CRM, an Unlimited Opportunity

Overview

When Infer and Aurea Customer Relationship Management platforms work together, sales and marketing teams get a more holistic view of actions that are needed with clients and prospects. Infer uses artificial intelligence (AI) to provide the right information at the right time. Infer complements Aurea CRM by providing real-time AI based opportunity scoring. Infer analyzes and scores accounts using thousands of data points.

Increase Sales Productivity using AI Lead Scoring

Lead scoring helps bridge the gap many organizations have when it comes to large numbers of leads versus resources available to nurture and work those leads through the sales cycle. Infer leverages the power of AI to assign a specific value to accounts using pre-determined criteria related to each individual record. This level of sophisticated scoring ensures your sales team can prioritize leads and plan follow-up based on the likelihood to convert.

With Predictive CRM:

- Identify your ideal buyer who's in-market and ready to buy
- Find in-market buyers trapped in nurture campaigns
- Laser focus on the most promising opportunities
- Invest in the channels generating the best leads
- Increase your pipeline and close more deals

 Customer Relationship Management

 Infer

AUREA PREDICTIVE CRM:

- Thousands of external signals from proprietary web crawlers are analyzed
- 300M+ predictions and thousands of programmed patterns
- Increased the conversion rate on average by 3x across customers
- Scores records in under one minute
- Fit and behavior models combine to create a more accurate prediction

How it Works

Infer leverages the power of AI to analyze demographic, geographic, and behavioral data to transmit real time opportunity analytics which makes this a very attractive and useful tool to sales and marketing teams. These deep data insights are used to score each lead, revealing a grade, priority, fit, segment and more. These are all critical insights to consider when managing a portfolio of customers, leads and contacts. In addition, reports can be created to score an entire portfolio based on criteria such as top 50 accounts with a greater than 51% chance of converting as an example.

With Predictive CRM using Infer, Your Organization Can:

- Increase sales pipeline value with higher value targets, more likely to convert
- Increase revenue through more effort focused on following up with the right leads
- Increase sales and marketing productivity
- Increase lead generation activity ROI
- Reduce leads lost due to poor follow up

Aurea Unlimited

We spend billions on software so you don't have to. Our Unlimited approach to enterprise software is designed to simplify and accelerate the way you use technology. One subscription unlocks every Aurea product, so you can innovate and expand with less risk, better performance, and more value for your business.

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Technical requirements for Predictive CRM: Latest version ACRM (v. 10) deployed.

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