



# Drive engagement. Cultivate trust. Reengage relationships.

## MARKETING AUTOMATION



- Deliver personalized content at scale
- Engage with leads throughout the buying journey
- Leverage lead nurturing to increase conversions

### Nurturing Programs that Resonate

Deliver targeted content relevant to buyers across their journey. With advanced automated programs designed around lead preferences, you'll automatically provide personalized interactions that advance leads through the sales cycle faster.

- Automatically Trigger**
- Pinpointed content
  - At precise moments
  - To your target customers
  - On their favorite channels

### Prioritization for Conversion

Uncover and use lead behavior and deeper lead insights to prioritize and track sales-ready leads — reducing **sales touch points while driving conversions and productivity.**

Increase conversions **14%**

### Data-Enabled Experiences

Digitally optimize your program and measure effectiveness with data analytics and performance reporting. Key integrations and real-time engagement profiles allow you to continually connect with the right leads and drive improvements.

#### Seamless MarTech Integration



### WHY ATTANE?

Backed by decades of momentum in data science and marketing innovation, Attane delivers integrated solutions that drive sales success. To learn more about modern marketing technology and strategy built for senior living, healthcare and financial services industries, visit [attaneresults.com](http://attaneresults.com) 8880 WARD PARKWAY, SUITE 400 | KANSAS CITY, MO 64114 | 913-491-0600