

# Optify Lead Intelligence for Salesforce

## Why Lead Intelligence?

You already know that Salesforce is a robust tool for managing your leads, but wouldn't it be great to also have insight into who is visiting your website, how often are they visiting, where they came from, and what pages on your site they are viewing? Optify can get you there.

## Optify Lead Intelligence for Salesforce

With the Optify AppExchange application for Salesforce, your Sales team will have even more information at their fingertips. From visitor profiles to referral sources and visitor behavior on your site, our real time dashboard will give you everything you need to close more deals and meet your business goals. Seamless integration between Optify and Salesforce not only provides real time information on your leads and anonymous visitors, but also prioritizes your lead lists based on visitor characteristics, referral sources, and user behavior on your site. You'll even get real time information on visitor behavior as Chatter feeds on leads and opportunities. Analyzing how website traffic translates into revenue has never been this easy.

### About Optify

Optify provides hosted, easy to use Real Time Marketing software for businesses to generate leads through organic search and social media.

### Contact us

**Optify, Inc.**  
 710 2nd Ave, Suite 840  
 Seattle, WA 98104  
**Email:** [info@optify.net](mailto:info@optify.net)  
**Phone:** 1.206.388.4234  
**Fax:** 1.206.787.1410

Dashboard  
**Opportunity Analysis**  
[Go to Dashboard List](#)

