

 CONVERSICA ADMINISTRATOR

FOSTER CITY, CA - (September 24, 2015) Corporate sales and marketing executives agree that at least 50% of their sales effort and 50% of their lead generation budget is wasted on leads that are never contacted, according to a survey at Dreamforce by Conversica, the leading provider of lead engagement software for marketing, inside sales and sales.

The most significant reasons identified by sales were poor quality leads (37%) and leads that were too hard to reach (41%). On the other side of the divide, well over a third of marketers surveyed (39%) feel that, despite the large investment in time by sales, only a quarter of their leads are being followed up.