



CAKE



# Are You Maximizing Your Lead Generation Efforts?

Many lead generation companies are challenged with providing quality leads for their buyers while simultaneously ensuring they are receiving the highest profit per lead. Understanding the true cost to acquire, enrich and monetize leads provides valuable insights for maximizing your lead generation efforts. The key to a high performing lead acquisition program is having the right information. Where are the high-quality leads coming from? What types of leads generate high revenue? With a unified view into lead generation performance, you can effectively measure and manage the cost of acquisition versus the financial return to ensure maximum profitability.

CAKE's intuitive SaaS-based platform provides the tools needed to automate the lead generation process with traffic source management and advanced lead collection, validation and distribution capabilities, allowing you to assess the value of incoming leads and determine routing across available lead buyers for the highest revenue, in real-time. The end result? A holistic view into your lead generation program and the ability to maximize lead generation efforts.

## A Single System to Manage Your Entire Lead Generation Program

- Ensure profitability through a unified approach into the management and optimization of traffic sources and lead buyers.
- Automate lead buyer requirements for the delivery of leads, including: lead field criteria, available delivery schedules, bids, budgets, and more.
- Manage lead traffic sources and campaign performance through native tracking and reporting functionality to pinpoint high performing campaigns, acquisition costs, lead quality and more.



## Automate Lead Generation

Maximize revenue while intelligently filling demand across lead buyers through automated, real-time lead collection, validation and routing.



## Verify Lead Quality

Stop fraudulent activity and ensure lead quality for your buyers by leveraging native fraud detection tools as well as integrations with industry-leaders Xverify, BriteVerify and e-Hawk.



## Ensure Highest Lead Value

Provide buyers with the highest quality leads and reduce return rates with powerful validation for your buyer's lead requirements.



## Simplify Technology Resources

Leverage CAKE's intuitive, user-friendly interface and powerful lead generation capabilities to manage your program without costly IT resources.



## Manage Lead Enrichment

Create automated, custom lead enrichment processes for call verification, fraud prevention and other programmatic enhancements, to ensure the delivery of high value leads to your buyers.



## Control Team Access

Control all aspects of lead generation through CAKE's roles-based access to limit visibility and ensure security around business processes.



## Leverage Actionable Insights & Reporting

Gain insight into end-to-end performance of your lead generation efforts with dashboards and reporting for lead quality, buyer activity, traffic source performance and KPI's for cost analysis, revenue, lead statuses and more.



## Unify Management of Traffic Sources & Lead Buyers

Manage relationships with traffic sources and lead buyers through dedicated portals to manage campaigns, invoicing, performance reports and more.

*“ We are thrilled to be using the CAKE platform for our lead generation business. We are able to efficiently manage multiple clients and execute multifaceted campaigns that allow us to achieve our ROI targets. The CAKE professional services team provides outstanding support, both from a strategic and tactical perspective.”*

David Towers

SVP, Revenue & Operations, RealtyTrac

