

Datalink



Protect market share and create growth with timely, accurate information from Datalink.

Reed Construction Data's Datalink solution is designed to deliver exports of summary-level project data from Connect to your Customer Relationship Management (CRM) or Sales Force Automation (SFA) system.

Datalink eliminates the time-consuming need to sort through mass amounts of data to determine what content is useful to your organization.

Selectively import only project and company leads that are of interest to you

- Select project leads via pre-programmed searches, or select projects from Connect to import manually
- Summary project data arrives via your CRM or SFA and links back to the full project data listing in Connect

KEY BENEFITS

- Provides a simple method of finding and integrating high-value, relevant project leads on a per-user basis
- Allows you to focus on selling and managing opportunities rather than searching for project leads
- Maximizes the value and usage of your CRM or SFA system by combining and organizing relevant, user-driven market data
- Only relevant, qualified records will be imported into your system

GETTING STARTED

Setup is fast and easy. Datalink offers true integration with your existing systems within a rapid time-frame of days or weeks.

Reed Construction Data's experienced integration team will work with you from start to finish to ensure that content is selected and imported correctly.

PRODUCT FEATURES

- Access all of your project leads, contacts, and information in one place
- Seamlessly integrate relevant project news data with your existing systems
- Establish saved searches to retrieve projects that precisely match your company's interests
- Matching search results are automatically uploaded to your CRM or SFA daily with new and revised project details
- Previously loaded projects provide an update summary with an overview of what has changed since the last time a project was updated
- "Hotlinks" link back to Connect for a full listing of project details, plans & specs, company details, and contact details
- Develop an accurate and updated sales and marketing database

Reed Datalink is the industry's most flexible and powerful solution for integrating lead data into any CRM program.

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 Reed Construction Data®