

100 Marketing Qualified Leads



As a part of the Marketing Accelerator Program, Enfusen will provide 100 Marketing Qualified Leads.

What is a Marketing Qualified Lead? A Marketing Qualified Lead (MQL) is a contact with at least three data points that match your Buyer Persona such as: number of employees, annual revenue, geolocation, and current use of products or services.

How will Enfusen qualify a Marketing Qualified Lead? Using lead intelligence, these leads will be determined based upon the criteria of your Buyer Persona(s) such as demographics, activities, and behaviors. This will narrow leads to those who would typically be interested in your product or service.

How will I receive these 100 Marketing Qualified Leads? This list of leads will be imported into your marketing automation account as a new list. Upon request, your Client Success Manager (CSM) can also send an Excel of your 100 Marketing Qualified Leads for your records.