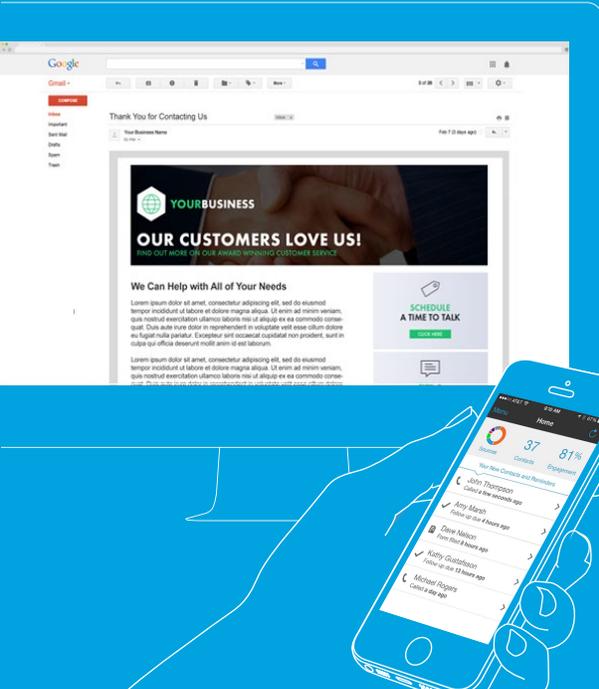# REACHLOCAL®

ReachEdge
Lead Conversion Software

ReachEdge™ is our easy-to-use lead conversion software specifically designed for local businesses. It's built to give you exactly what you need to convert more customers and get more out of all your digital marketing.

- Capture more leads
- Turn leads into customers
- Finally know what's working

Capture More Leads & Calls

ReachEdge software makes your website smarter because it captures all incoming contacts, like emails, phone calls, and web forms, and filters them by marketing source. That means you know exactly what marketing tactics – like search engine advertising, SEO, social media, directories and others – are driving people to your business.

Never Miss a Lead

The ReachEdge mobile app notifies you the instant you get a new contact, so you can review the details, classify it as a lead, and reply, all while on the go. Plus, you can see your performance, review your prioritized lead list, listen to your call recordings, and kickstart automated staff notifications and lead nurturing emails, all right from the app.

Convert More Customers with Great Follow-up

Once you classify a new lead, ReachEdge can automatically send a series of emails like: an automated thank you, special offers, and helpful tips that entice people to buy from you. Plus, the software continues to remind you and your staff to follow up personally with each lead, so you convert more leads into customers.

See Clear ROI & Business Insights

Your reports show you exactly how many leads you are getting from each marketing source, along with the number of new customers and your estimated revenue, so you can calculate ROI. Plus, you get insights that help improve your ROI, like the exact days and times people are contacting you and how effectively your team is responding to leads and converting them into new customers.

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REACHLOCAL

ReachEdge

Lead & Call Tracking

ReachEdge software code that integrates with your existing website or ReachSite™

Advanced lead tracking that captures leads by marketing source (e.g., search advertising, display advertising, SEO, social media, directories, and more)

Tracking of your results from ReachLocal and non-ReachLocal campaigns

Call recording that lets you play back calls, rate them, and respond to leads

Prioritized lead list that stores contact details like name, email address, business location, phone number, day and time of call, and call recording for each contact

Mobile App & Alerts

Real-time mobile alerts every time you get a new contact from your site

Lead routing and organization based on geography, office, and/or employee

In-app summary report of top lead sources and your engagement rate with new leads

Ability to view prioritized lead list, update contact information, listen to recorded calls, and categorize contacts into groups

One-touch classification of new leads that kicks off lead nurturing emails and staff follow-up notifications

Lead Notifications & Nurturing

Mobile notifications that remind you and your staff to follow up with leads

Daily digest email of all new contacts and top leads

A series of automated marketing emails that help you stay front of your leads

ROI Reports & Insights

24/7 access to ROI reports via web portal and mobile app

Source report that shows the marketing sources of your visits, contacts, and leads

Timeline view of all new contacts, including when you receive each phone call, email, or web form submission

Trend report that shows the exact days and times people are contacting you

Engagement report that shows how well you are converting new contacts into leads and customers

Estimated customer revenue that lets you know your marketing ROI

Marketing Expert

Complete setup of ReachEdge software and integration with your website

Setup and configuration of new contact alerts and staff notifications

Setup of new contact auto-response and lead nurturing emails

Review of reports and recommendations to improve website and online marketing performance

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