Data Segmentation and Marketing Automation

A feature rich marketing communications platform.

Don't leave targeting to chance, use Lengo's feature rich, IT focused data segmentation and easy to use marketing automation platform.

Lengo will help you target the key IT stakeholders making technology purchasing decisions.

Lengo

SEGMENT

Identify Your Audience
Identify your best prospects; get a view on those who are of most value or have the highest requirement and the ones who need a bit of nurturing.

CONNECT

Get Personal
Send personalised and targeted messages to your customers responding to their previous transactional behaviour and installed technology.
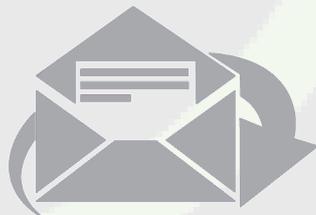
ENGAGE

Target and Nurture
Use marketing automation to engage with and nurture your target audience, sending timely and relevant communications by email, text and telemarketing.

MEASURE

Track, Analyse, Report
Lengo tracks every interaction so you can identify which elements of your marketing are working the best.

Meet Lengo

Lengo is a modular, easy-to-use automated marketing communications platform that delivers effective, granular data targeting for marketing campaigns.

Lengo helps you connect with your audience.

Create precise, targeted, personalised data sets using company information and infrastructure intelligence as well as behavioural and transactional data to target your audience

The platform contains over 100 searchable criteria including contacts details, geography, vertical, number of users, servers or virtual servers, data amounts and installed technology.

This level of detailed audience identification results in superior engagement and nurturing opportunities.

Lengo is fully customisable and is designed to automate, simplify and optimise the logistics of managing, storing and manipulating data to help you target and communicate with your ideal audience.

Delivering the right content, to the right person, at the right time.

Lengo Modules

Marketing automation: ensure the right, personalised email communications are sent to the right person at the right time, saving time and effort and leaving you free to get on with more strategic tasks.

Event registration and management: enables you to create targeted lists, send invitations, track responses and attendee requirements and collect feedback.

Customer surveys and feedback: a great way to obtain information about customers and prospects as well as feedback on new products, events and campaigns.

Social interactivity and tracking: enables you to track comments and their sentiment so you can quickly decide when and where you need to focus.

Teletalk: enables you to access specific contact data, which is directly relevant to individual campaigns to ensure precise and accurate telemarketing campaigns.

Sales Lead Manager: automates the management, follow up and nurture of sales leads, giving you the ability to confidently distribute, track and report on opportunities.

Lengo; The Detail

Lengo delivers targeted multi-touch marketing campaigns by putting intelligent data at your fingertips; giving you an easy way to segment data and to automate communications to build long-lasting relationships with your target audience.

Lengo is full of modular features to help you get the most from your customer data. It gives you marketing, sales and CRM in one, easy to use package and provides a consolidated contact and marketing database to drive sales and insight.

It combines and centralises your own data and augments this with the UK's leading IT contact database, ProspectaBase. Customer contact details and all interactions can be found in the single customer view to help you nurture your relationships.

The platform's key feature is a data segmentation and targeting tool, which allows you to create campaigns based on specific audience criteria. The intuitive software lets you manipulate and segment data to improve targeting, supporting your aims of better quality leads and ROI.

Lengo also features a fully integrated messaging platform, which enables you to quickly and easily create and send highly personalised emails, texts and push notifications.

Lengo Features and Benefits

- Automated eMarketing
- Data segmentation and targeting
- SIngle customer view giving you a 360 degree view of your target audience
- Improved personalisation
- Enhanced customer engagement
- Increased levels of customer trust
- Improved customer insight
- Interaction and activity tracking
- Increased customer retention
- Geographical mapping
- eVouchers and loyalty rewards
- Cost savings and efficiencies
- Intuitive dashboards
- APIs to connect your data with ease
- Analytics and reporting

Lengo frees up marketing resource allowing you to concentrate on strategic thinking

Every business is unique, which is why a good segmenting and marketing automation solution needs to be flexible and fully customisable.

We work closely with every customer to ensure Lengo is the perfect fit with their business requirements.

Lengo delivers a closed loop platform to help you track every interaction so you can focus on what works and demonstrate the effectiveness of your marketing activity.
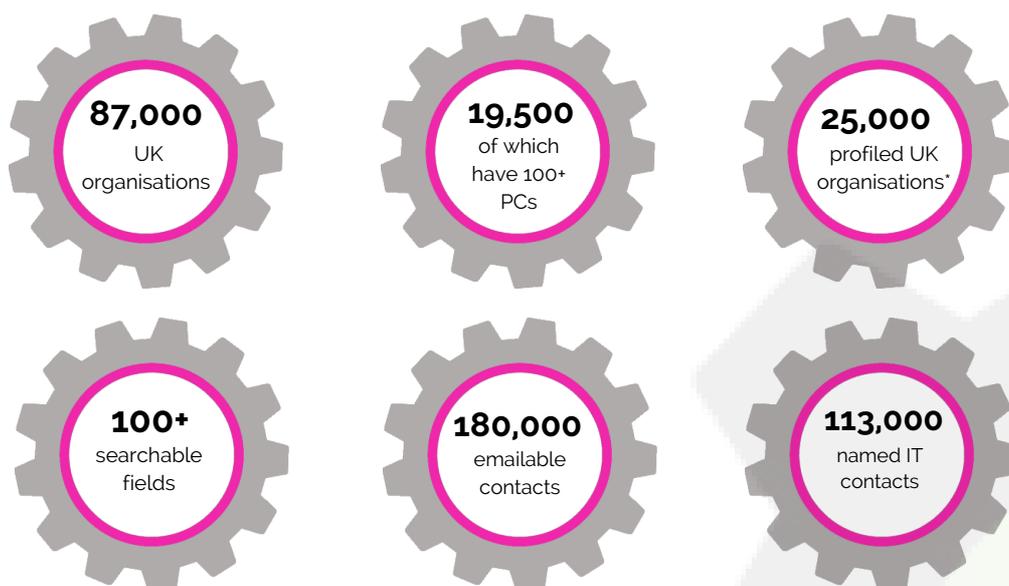
Lengo brings all your data together in one place and gives you a 360 degree view of your customers

Lengo

Lengo & ProspectaBase; A Winning Combination

Combine Lengo with the UK's premier IT industry database, ProspectaBase and you have a winning audience segmentation and marketing automation solution. Identify, segment, connect, engage and nurture - it's easy with Lengo and the right database!

The ProspectaBase Stats That Count

87,000
UK organisations

19,500
of which have 100+ PCs

25,000
profiled UK organisations*

100+
searchable fields

180,000
emailable contacts

113,000
named IT contacts

But don't just take our word for it ...

"The money we saved centralising our disparate communication tools, and the admin time saved in laborious data tasks has meant that we've seen ROI on Lengo within the first 3 months."
Neil Townley, Marketing Director, TechKnow.Online

"Lengo has revolutionised the way we promote and manage events. By automating and streamlining a previously manual system, we have significantly reduced labour intensive tasks as well as improving productivity and operational logistics."
Sarah Bradshaw, Marketing Manager, Phoenix Software

Lengo has noticeably benefited both the marketing team and the business as a whole and we would definitely recommend the tool to other companies."
Julie Gibbs, Marketing Director, North West Europe, Arrow ECS

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