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OppSource Introduces Executive Dashboard to Provide Clients Real-Time, Detailed Status of Leads Being Nurtured

Metrics help manage marketing activities and improve ROI

ST. PAUL, Minn., Sept. 27, 2010—[OppSource](#), a lead generation/management firm that bridges the gap between marketing inquiries and sales-ready opportunities for high tech companies with a long sales cycle, announced today a new executive dashboard that provides clients Internet access to a real-time detailed status of all leads that OppSource is nurturing for optimization and hand-off to clients' direct sales force. According to OppSource co-founder and President Mark Galloway, "You can't manage what you can't measure, and this micro-view provides information that is extremely valuable for managing marketing activities, as well as improving ROI and marketing plans. The updates also provide sales critical pipeline management information."

OppSource's [executive dashboard](#) logs all digital and personal interactions and describes them in detail—where each lead originated, the number of interactions, when they occurred, who they occurred with (name and title), a description of each interaction, a current score and additional customized attributes. Lead origination metrics are related to specific marketing activities and may include details such as the percent of positive responses, number of opened emails and who opened them, etc.

OppSource's dashboard provides essential metrics for measuring and managing marketing ROI. Clients can drill down to see the progression of all leads, as well as each specific lead, at any given time that OppSource is nurturing through the entire [lead cycle](#)—from initial interest, education, preference—until they become a qualified sales opportunity.

About OppSource

OppSource provides high tech companies a fully integrated lead generation/lead management program comprising both digital and human elements that capture, nurture, measure, and score leads as they move through the marketing funnel. This proprietary approach, [The Pursuit of Demand™](#), improves marketing and sales ROI by ensuring that only optimized leads that have been properly groomed are handed off to the direct sales force. OppSource's revenue cycle management programs deliver sales-ready opportunities to national companies that sell a considered purchase over a long sales cycle.

For more information about the St. Paul, Minn.-based company and its services, visit www.oppsource.com, subscribe to [OppSource's blog](#), call 1-866-354-8362 or email info@oppsource.com.

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