



## nThrive and Lead Anywhere

Over the past two years, nThrive has partnered with Lead Anywhere, a one-to-one communication platform via chat, text, phone, and form fill through our digital web space. They are a key component to how we track user experiences, our web analytics, ad conversions, and many other key marketing activities. Lead Anywhere will be the platform we use to personalize the web content for the MACRA campaign; they have personalized content for us with several other campaigns, as well.

Lead Anywhere is a major contributor for the marketing pipeline that continues to generate high-quality leads. Each lead they encounter is fast tracked to Brian O'Connell (Bo) and Kristin Brown's team where it, like all other marketing leads, goes through a qualification process. Kristin and Bo have implemented best practices to speak to our customers with the help of the Lead Anywhere team. This helps them uncover the right information sales needs to act, have intelligent high-level conversations with our clients, and serve as an advocate to provide clients the information they need from us.

Lead Anywhere has averaged seven leads per week. Typically, five of those are qualified and accepted by sales by week's end. That is a 71% conversion rate. Their leads range from small KnowledgeSource deals to large multi-million dollar opportunities. Last year, two \$20 million dollar opportunities were discovered for Legacy MedAssets through Lead Anywhere.

Bill Tomoschuk recently remarked about a multi-million dollar opportunity for UMass, "This was the best qualified opportunity that I have ever seen come from marketing." The lead included an entire RFP already filled out and delivered via email. Because of their outstanding partnership, high quality leads, and high conversion from "lead" to "sales accepted", we are excited that we have agreed to a pay for performance model with them. They will be paid on the quality of a lead only when sales accepts it.

We welcome feedback in order to improve our processes and further enhance the experience for our customers. If you have feedback – positive or negative – contact [James Gilbert](#) and [Thomas Loving](#).