



Profile

Preferred Contact

Email

Phone

Text

Status:

Rating:

Engagement

Engagement Score is calculated using values below. The higher the score, the more engaged the lead is. A Hot Lead indicates high activity and interest early in the sales process.

Registration

First Visit

Last Visit

Number of Visits

Avg Time/Visit

Total Duration

Lead Inquiries

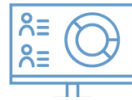
LEADS INSIGHTS

UNDERSTAND INDIVIDUAL LEADS



LEAD PROFILES

Understand leads better by viewing their trends across plans, options, and more



NEW LEADS

See leads as they register, assign them to your sales team, and see their activity over time



CRM INTEGRATION

Have your leads and their key shopping data automatically entered into your CRM



BUY NOW BUTTON

Allow for shoppers to make a reservation on their uniquely designed dream home

- **Sales Teams** close faster by understanding the needs of individual leads and adding value to their shopping journey
- **Executive Teams** make data-driven business decisions based on actual customer behavior and shopping trends

LEADS INSIGHTS

FULL FEATURES LIST

RETURNING LEADS

See leads that have returned within the past 7 days so that Sales Teams know to follow up

LEADS THAT EMAILED

Easily see which leads have sent an email to the assigned sales agent

LEAD FAVORITES

See all of the plans that leads have designed and favorited. View their dashboard and comparisons

AI SUGGESTIONS

Leverage Artificial Intelligence to suggest plans that fit an individual shopper's trends

MONTHLY USER TRENDS

See overall user usage statistics to compare anonymous vs. registered users over time

LEAD STATUSES

Assign lead statuses so that the sales team knows where they are in the pipeline

ACTIVE LEADS

See a list of all leads that have been active during a specified timeframe

LEAD DETAILS

View the when and what of everything that a lead has interacted with and see their trends

VISITOR TIMES

See what time of day visitors are engaging with your content most

SHARED PLANS

View any plans that a lead has shared

ENGAGEMENT SCORES

View trends using aggregate user engagement scores over time

HOT LEADS

Leverage Anewgo's proprietary algorithm to identify leads that are most likely to convert if contacted