

FOR IMMEDIATE RELEASE

FirstRain Product Enhancement: Improve Demand Generation with New Predictive Lead Scoring Capability

AUSTIN, Texas — May 15, 2019 — Ignite Technologies announced today expansion of its FirstRain business intelligence analytics platform with a new lead and account scoring capability to improve targeting of marketing campaigns and accelerate closure of sales leads.

“Combining the existing FirstRain customer and industry insights with the new predictive lead and account scoring functionality accelerates funnel velocity delivering improved demand generation outcomes, faster,” said Davin Cushman, CEO, Ignite Technologies. “The new enhancement improves the focus of both the premium resource of sales executive time and the expenses associated with marketing campaigns, thereby optimizing a company’s overall return on their demand engine investment.”

Benefits of the enhanced capability include:

- **For Marketing: Lead Disposition Insights**
Score and analyze leads to know where to best inject marketing strategy and campaigns to advance leads and improve funnel velocity
- **For Sales: Prioritized Lead Queue**
Based in data science, focus sales time on highest priority leads to maximize close rates and eliminate wasted time working on lower quality leads

The added predictive lead scoring capability, powered by Infer, is available today as an incremental benefit at no additional cost for FirstRain customers with an active Ignite FirstRain contract.

Learn: ignitetech.com

Contact: success@ignitetech.com

Follow: [LinkedIn](#)

About Ignite Technologies, Inc.

Founded in 2000, Ignite is a privately-held company and member of the ESW Capital group of companies. Since it was reinvented on the heels of a senior management change in 2013, the Company’s mission is to help customers ignite the power of their workforce to drive better business performance. Ignite leads all its efforts with a sharp focus on a simple but challenging objective — 100% customer success — measured through the achievement of our customers. www.ignitetech.com