

# Powerful Lead Generation Made Simple

## PDFSalesLeads Features and Benefits

PDFSalesLeads is a powerful web-based lead generation tool that provides everything you need to generate qualified sales leads from your white papers, case studies, data sheets, and other PDF-based marketing content. PDFSalesLeads key features:

- In-document forms
- Real-time lead reports
- Web-based interface
- CRM Integration

### PDF Forms

PDFSalesLeads provides all the features users need to add custom branded in-document forms to their PDF content. PDFSalesLeads users can:

- Build customized forms using preset form elements
- Add company branding elements to forms, like a logo
- Embed customized form anywhere within the PDF document

### Benefits

With in-document forms, users can:

- Gather lead information from readers while they are engaged with your content
- Capture lead information on “pass along” readers, those who had the PDF document passed along to them.  
The PDFSalesLeads technology *always* stays with the PDF no matter where it goes

## Real-Time Lead Reports

PDFSalesLeads makes it easy for users to generate real-time lead reports.

### Benefits

With real-time lead reports, users can:

- Identify, qualify, score and segment high-quality sales leads
- Email notification for all incoming leads

## Web-Based Interface

PDFSalesLeads delivers all of these features through a simple online application that

- Requires no software installations
- No systems integration or other complex IT procedures
- No up-front investment or long-term contractual commitments

### Benefits

- Adopt the technology seamlessly and with no risk and minimal investments
- Learned and mastered quickly with no formal training

## CRM Integration

PDFSalesLeads seamlessly integrates into your CRM System

### Benefits

- Automates lead generation processes
- Lead data captured is automatically placed into your CRM System

Visit [www.pdfsalesleads.com](http://www.pdfsalesleads.com)

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