



SalesRabbit Streamlines Sales Mapping with Rooftop Coordinates

AT A GLANCE

Challenge

Provide accurate address data for outside sales teams in sales mapping software to prevent wasted time and missed opportunities

Solution

US Rooftop Geocoding, US Address Autocomplete, & US Address Verification

Results

SalesRabbit stands out from the competition with rooftop accurate sales mapping software and optimizes sales productivity

The Client: SalesRabbit

Too many outside sales companies are losing deals and wasting resources because they have a clumsy selling process, aren't optimizing travel time, or are lacking efficiencies in administrative tasks. SalesRabbit provides sales territory mapping software and tools for field sales teams who want a smarter approach to sales performance optimization. Using SalesRabbit, companies that rely on outdoor sales can better motivate on-the-go salespeople, create efficiencies, and streamline the process from lead generation to close.

SalesRabbit was founded 10 years ago and has grown from a team of 3 founders to 100 employees. They continue to grow and serve clients nationwide. Companies can integrate SalesRabbit with their existing business software suites, or perform sales territory mapping and management solely using SalesRabbit.



The accuracy with the rooftop level geocoding has been a differentiator.



Brady Anderson
CEO, SalesRabbit



The Challenge: When identifying potential leads, the address must be accurate

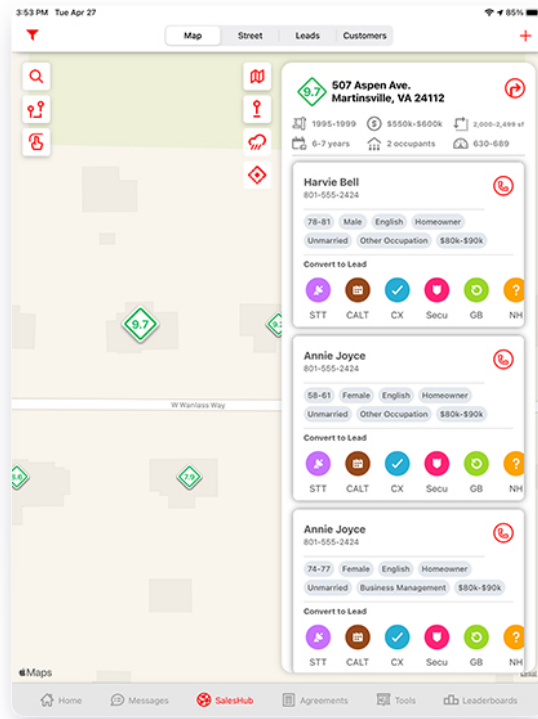
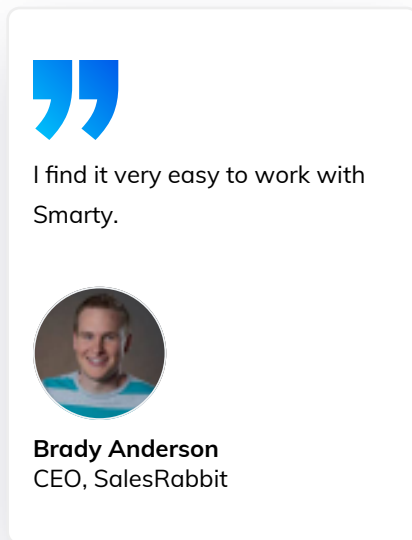
The SalesRabbit app is built for field sales mapping and defaults to a map-based interface. This is a key differentiator that makes SalesRabbit stand out from other traditional enablement and sales tracking software. Instead of organizing potential prospects in long lists, they're assigned by geographic area by a sales manager, with a pin representing each lead placed on the map. For the most efficient outreach, it's essential that those pins be rooftop accurate, not in the middle of the street or a nearby field.

The Solution: Rooftop-accurate coordinates prevents wasted time

SalesRabbit gathers homeowner info and pre-assigns leads to a field sales team and sales rep based on geographic area. However, the latitude and longitude acquired through that research are not accurate enough, so before potential prospects are displayed in the sales mapping software, that info is first run through Smarty's US Rooftop Geocoding to ensure each home address is identified with rooftop-accurate coordinates.

SalesRabbit also uses Smarty's US Address Autocomplete to autosuggest start and end destinations when reps use the SalesRabbit app to plan their daily sales routes. US Address Autocomplete provides typeahead address predictions quickly and flexibly, preventing annoying typos and helping the sales associates get moving sooner.

In addition to guiding the entire sales team to addresses along an efficient route, SalesRabbit can help companies identify new prospective customer profiles, like new homeowners or weather-damaged areas in need of restoration services. To provide accurate sales mapping and address data for these



lead lists, SalesRabbit uses Smarty's US Address Verification. New move-in leads are delivered directly through the SalesRabbit app to assigned sales reps, and storm map overlays are built into the app, but behind the scenes all of that address data is run through Smarty first to standardize addresses, prevent duplicates, and ensure addresses are real.

Companies can also upload their own prospective customer lists to the app, however most companies who upload address data don't have the latitude and longitude of an address; without that information an address can't be mapped. SalesRabbit uses Smarty's Rooftop Geocoding to geocode those leads. Then SalesRabbit uses the geocodes to create accurate pins for their customers inside their app.

The Results: Accurate Address Parsing with Secondary Addresses

As the SalesRabbit sales mapping tools have grown, so too has their relationship with Smarty. SalesRabbit has relied on Smarty's US Address Verification for the past six years and US Address Autocomplete for about three years. A little over a year ago, SalesRabbit added the US Rooftop Geocoding. SalesRabbit chose Smarty for its sales tools for 3 reasons: affordability, accuracy, and flexible terms of service.



Smarty is one of the most accurate of the more affordable address data solutions. Being able to accurately position prospect data on the right homes is a key part of our company. Smarty is a big component of us accomplishing that for our customers.



Brady Anderson
CEO, SalesRabbit

“One of the big reasons is affordability. [Google data] is cost-prohibitive for what we need. [Smarty] is affordable for our use case. Another reason is, the terms are more flexible to be used in a practical sense. Some solutions are more restrictive on how you can use the data and integrate it into your product. And the accuracy with the rooftop level geocoding has been a differentiator. We use Smarty because—of the affordable solutions—it has proven to be one of the more accurate solutions.”

Using a company like Google is too cost-prohibitive and the terms of service don't allow geocodes to be used with non-Google Maps. Smarty is much more flexible when it comes to integrating into other companies, products or custom maps.

The levels of accuracy found with Smarty's geocodes were key features for the SalesRabbit sales tools. “Smarty is one of the most accurate of the more affordable address data solutions,” said Brady Anderson, CEO of SalesRabbit. “Being able to accurately position prospect data on the right homes is a key part of our company. Smarty is a big component of us accomplishing that for our customers.”

Another benefit of working with Smarty that Anderson noted was the ease of implementation and clear documentation. “I find it very easy to work with Smarty.”

