

Lead Distribution Engine

CAKE's Powerful Lead Distribution Engine is all about taking control of lead quality – Focusing on validating and distributing leads in real-time, bringing clarity to host-and-post campaigns and providing the ability to make intelligent decisions about your digital spend. Lead distributors can manage leads with ease, and more importantly, track down the source of their best leads in just seconds.

CAKE's SaaS platform simplifies the lead distribution process by providing an intuitive interface that lets you customize lead delivery schedules, data filters and caps to ensure accurate deliverability. You can also sell "exclusive" leads to just one buyer, or sell one lead to multiple buyers.

Act In Real-Time

- Validate and distribute leads
- Customize buyer dashboards
- Filter data for granular reporting

Bring Clarity to Host-and-Post Campaigns

- Direct relationships with aggregators and direct buyers
- Vertical, lead source and buyer reporting
- Capture and deliver leads from multiple sources

Make Intelligent Decisions

- Real-time lead delivery schedule
- Set caps based on number of leads, time of day and budget
- Sell "exclusive" leads to just one buyer or one lead to multiple buyers



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Full Feature Set

Validates and distributes leads, captures data and posts to a single dashboard in real-time.

Powerful Data Validation and Lead Filtering

Delivers high quality leads to buyers through a streamlined flow based on granular filters and validation fields.

Lead Delivery Weighting

Evenly allocates leads ensuring all buyers receive leads based on customizable parameters.

Flexible Delivery Methods

Supports Email, HTTP, POST, GET, JSON, XML and SOAP for all delivery channels.

Queue-Based Lead Management

Separates leads into managed groups to ensure lead flow is optimal.

Granular Control

Provides detailed insight and management capabilities for accurate lead delivery based on time, caps and priority.

Robust API

Integrates with leading technology partners with available API for custom third party integrations.

Performance Alerts

Notifies users with customizable, real-time alerts for events and actions taken within the platform.

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