Are You Getting Paid The Most For Your Leads?

CAKE's intuitive SaaS-based platform provides the tools to maximize lead monetization and get you the most money for your leads.

Our solution captures and analyzes granular data to instantly match the right leads to the right buyers with maximum payout in mind.

Some lead buyers can pay up to 9 times as much for leads than others. *Do you know who will pay you the most for your leads?*

Lead buyers are expecting better quality data that meet more concise criteria, thus becoming more selective of who they work with. *Can you continue to meet their needs?*

Technology can help streamline the process of matching your leads to the buyers paying the highest price. *Do you know in real-time which leads will generate the most revenue from which lead buyers?*

+1-949-548-CAKE

http://getcake.com/lead-distribution/

A Single System to Manage All Your Lead Monetization Needs

→ **Real-time monetization tools** instantly match leads to lead buyers.

→ **Concise filters** allow for the delivery of leads based on lead criteria, time of day and daily caps.

→ **Diverse data management tools** easily provide data the way buyers want it, including HTTP POST, GET, XML, JSON and email.

→ **Intuitive data mapping** modifies captured data as necessary to fit buyer data delivery requirements.

See clearly, spend better.

Quality Control

Built-in, intuitive validation tools screen leads to remove fake data and quarantine questionable data for further review.

Customizable Lead Validation

Customize validation criteria based on your specific needs and the needs of your lead buyers.

Easily Manage Relationships

Manage the entire relationship (account info, offers and prices) with lead sources and buyers from a single platform.

User-friendly Interface

CAKE's intuitive, user-friendly interface and customizable reporting structure lets you manage lead monetization without costly IT resources.

Maximize Monetization

Deliver leads exactly how lead buyers want them, when they want them, ensuring timely maximum revenue.

Instant Reaction Time

With real-time data and reporting, respond to requests for leads immediately, beating your competition to the punch.

Open API's

Easily integrate with CRM, third-party validation and other systems with CAKE's open APIs.

More than Lead Monetization

Track views, clicks and conversions - not only does CAKE help manage selling leads, it can manage all of your performance marketing efforts.

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We are thrilled to be using the CAKE platform for our lead generation business. We are able to efficiently manage multiple clients and execute multi-faceted campaigns that allow us to achieve our ROI targets. The CAKE professional services team provides outstanding support, both from a strategic and tactical perspective. "

David Towers
SVP, Revenue & Operations, RealtyTrac