

B2B Lead Conversion Tool Captures \$898 Million in Marketing Funnel Value in 2008

EchoQuote reports strong second year results for self-service pricing tool

Frederick, MD (PRWEB) January 24, 2009 -- EchoQuote™, a Maryland-based software-as-a-service (SAAS) Provider has announced that in 2008 its patented self-service pricing tool, EchoQuote™ generated \$898 million in lead value for its clients.

According to CEO Dale Underwood, the self-service pricing tool produced the phenomenal lead generation results with only a dozen clients. "We are extremely happy with the results especially with the limited client base. We spent most of 2007 improving the service and it paid off big in 2008." According to Underwood, the outlook for 2009 is even more promising. "The slowing economy is actually helping us grow because it has become tougher for businesses to find new, qualified opportunities; our specialty."

While many companies are reducing marketing budgets, users of EchoQuote are placing it at the top of their "must have" tool list. "We did a year end survey of our customers and found that they are cutting back in some marketing areas, but not EchoQuote" Underwood said. In most cases, we were told that EchoQuote finds more qualified prospects than any other method they use.

Meant for companies with revenues from \$10 Million to \$500 Million with complex product lines, EchoQuote is designed specifically to help increase lead generation in concert with SEO and PPC programs. "Once EchoQuote is in place on the client's website, the biggest challenge becomes increasing inbound visitor traffic. Luckily, marketers are becoming very savvy in traffic driving techniques like Search Engine Optimization (SEO), Pay-Per-Click (PPC), social media and blogging. There are many good resources available in the market to help with that and we look to team with solution providers when possible." Underwood said.

About EchoQuote

EchoQuote is a Maryland-based software-as-a-service (SAAS) Provider that helps medium sized businesses generate more qualified B2B leads earlier in the sales cycle. The company empowers prospects to generate self-service budgetary quotes while simultaneously engaging the vendor's sales team. For more information about EchoQuote™ call 301-560-7127 or visit www.echoquote.com.