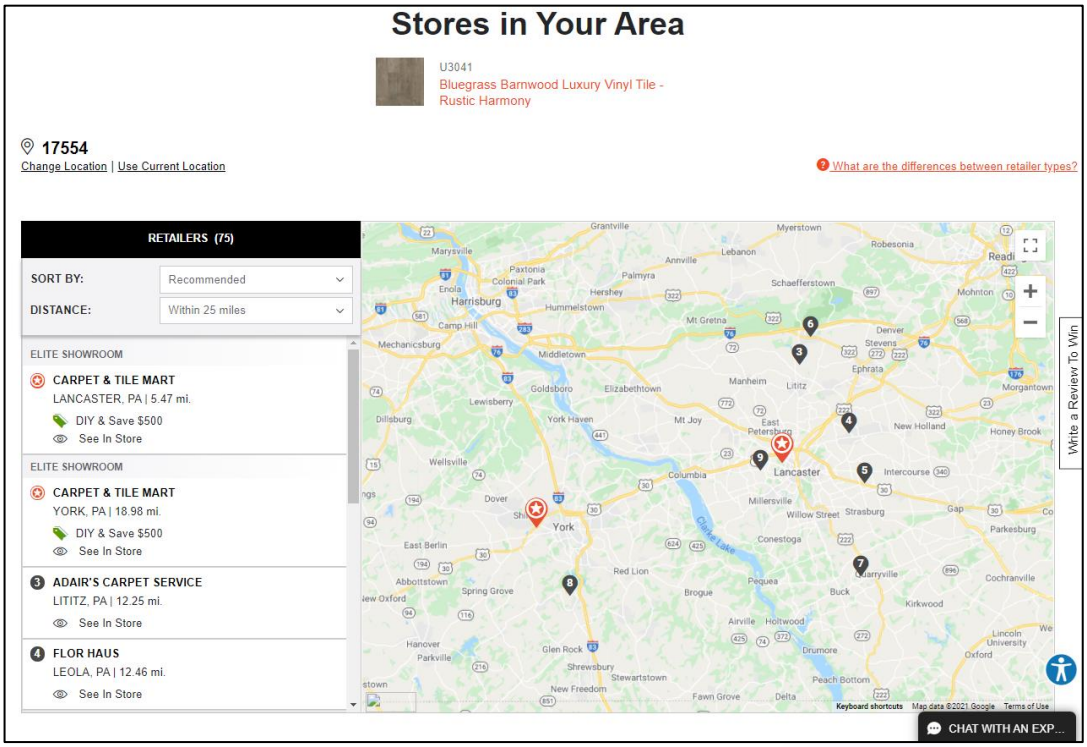
LEAD MANAGEMENT– ARMSTRONGFLOORING.COM



PROJECT BACKGROUND

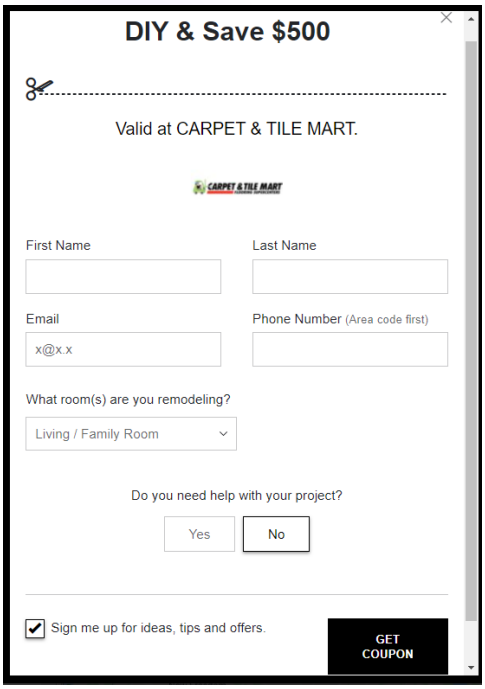
Armstrong flooring had references to retailers on their site that converted to leads, but many of the retailers were out of date or didn't carry the products consumers were seeking. In addition, there was no closed-loop mechanism for leads

MY ROLE

- Ideate concept to tie web retailer list to actual point-of-sale results to assure presence of sought-after products
- Partner with IT team to marry data so that it syndicated with individual products based on specific search parameters
- Consult with Sales to establish Elite tier customers who would be prioritized in rank as well as connected with closed-loop lead system
- Create coupon option for consumers to pursue partnership with Elite retailers

BUSINESS IMPACT

- Sales for Elite customers with closed-loop mechanism grew 5% more than smaller retailers



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