



Distro

Lead routing you can set and forget

Lead routing shouldn't be a full-time job. Set up all your lead routing rules in hours, not days — and then never touch your routing again.

- ✓ Trigger and prioritize routing with flexibility.
- ✓ Route based on any objects in Salesforce (Standard or Custom)
- ✓ **Automatically convert leads** and either match them to the correct account or create a new one.

Revenue teams see these spicy results:

80%

less time handling routing and rules for leads and contacts

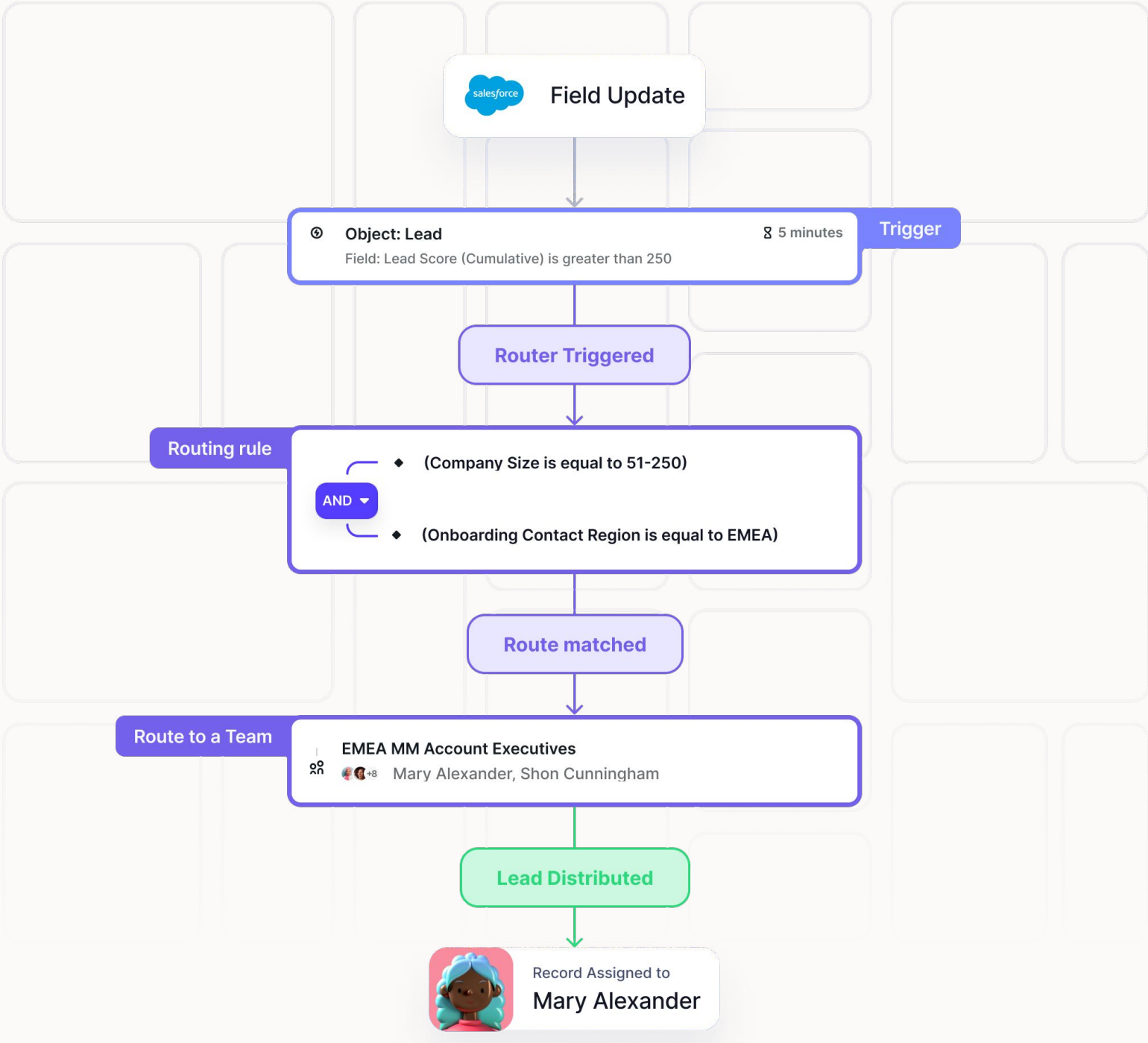
70%

reduction in time spent researching/triaging leads and contacts

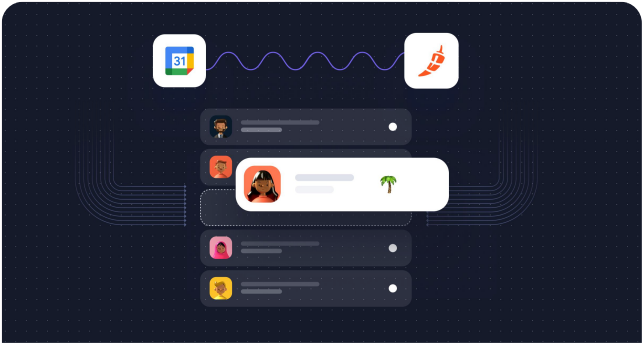
12%

increased conversion rates with faster inbound/outbound lead routing

Route leads to the right rep, fast.

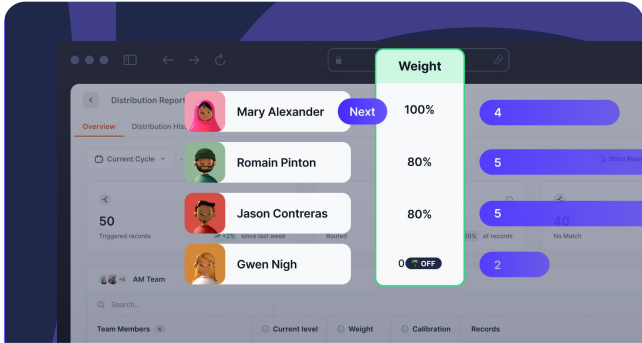


Why revenue teams love Distro



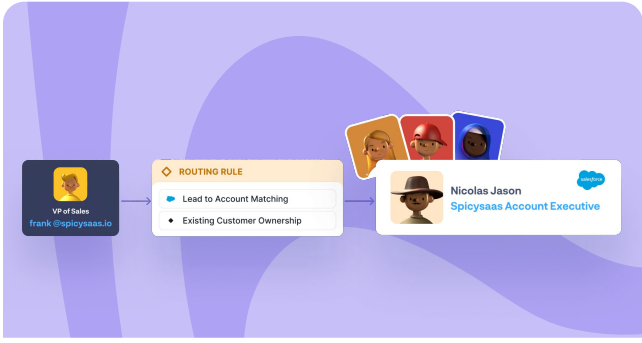
Never think about your reps' vacation again

Automatically remove reps from the queue when they're out-of-office; reducing manual work for you and giving more leads to reps in office.



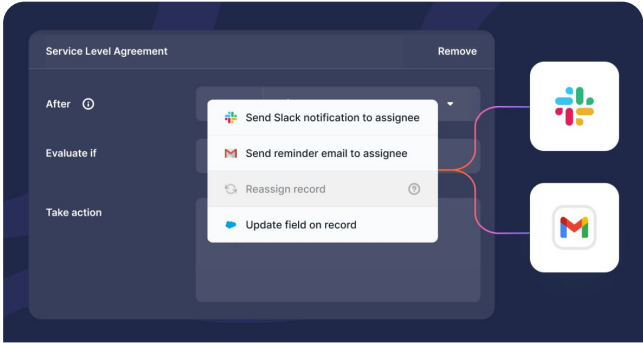
Distribute leads the way you want

Have full control over your lead distribution with granular weighting, capping, and fallback options.



End complaints about misrouted leads

Our advanced lead-to-account matching makes sure all leads are routed to the right owner.



Make sure reps are reaching out in time

Set up SLAs to send a reminder to reps via Slack or email — or reassign to another rep if the SLA is not fulfilled.

12 hrs

Saved per week manually assigning leads

72 hrs

Saved in Lead Time

20 hrs

per week Saved in Admin Time

You are in good company. Trusted by 45,000+ users from companies like:



How revenue teams use Distro

Powerful use cases. Easy to use. **What's not to love?**

Assigning named and target accounts

by setting up rulesets that get your top priority accounts to the right reps in realtime.

Sales Leaders

Distributing MQLs & PQLs

Nurture leads who engage with your marketing content or software, continuously measuring their intent and taking action when they're ready to buy.

Marketing Leaders

Lead scoring & redistribution

If an existing prospect in your CRM takes an action that shows they have high intent, Distro updates the record + routes based on the rules you set.

Sales Leaders

Rev&Sales Ops

Distribute leads from form submits, events, webinars, and more

If an existing prospect in your CRM takes an action that shows they have high intent, Distro updates the record + routes based on the rules you set.

Sales Leaders

Marketing Leaders

Seamlessly handoff from your sales to implementation team

Automate the assignment of new accounts so they begin onboarding right away, with a seamless transition from prospect to customer.

Sales Leaders

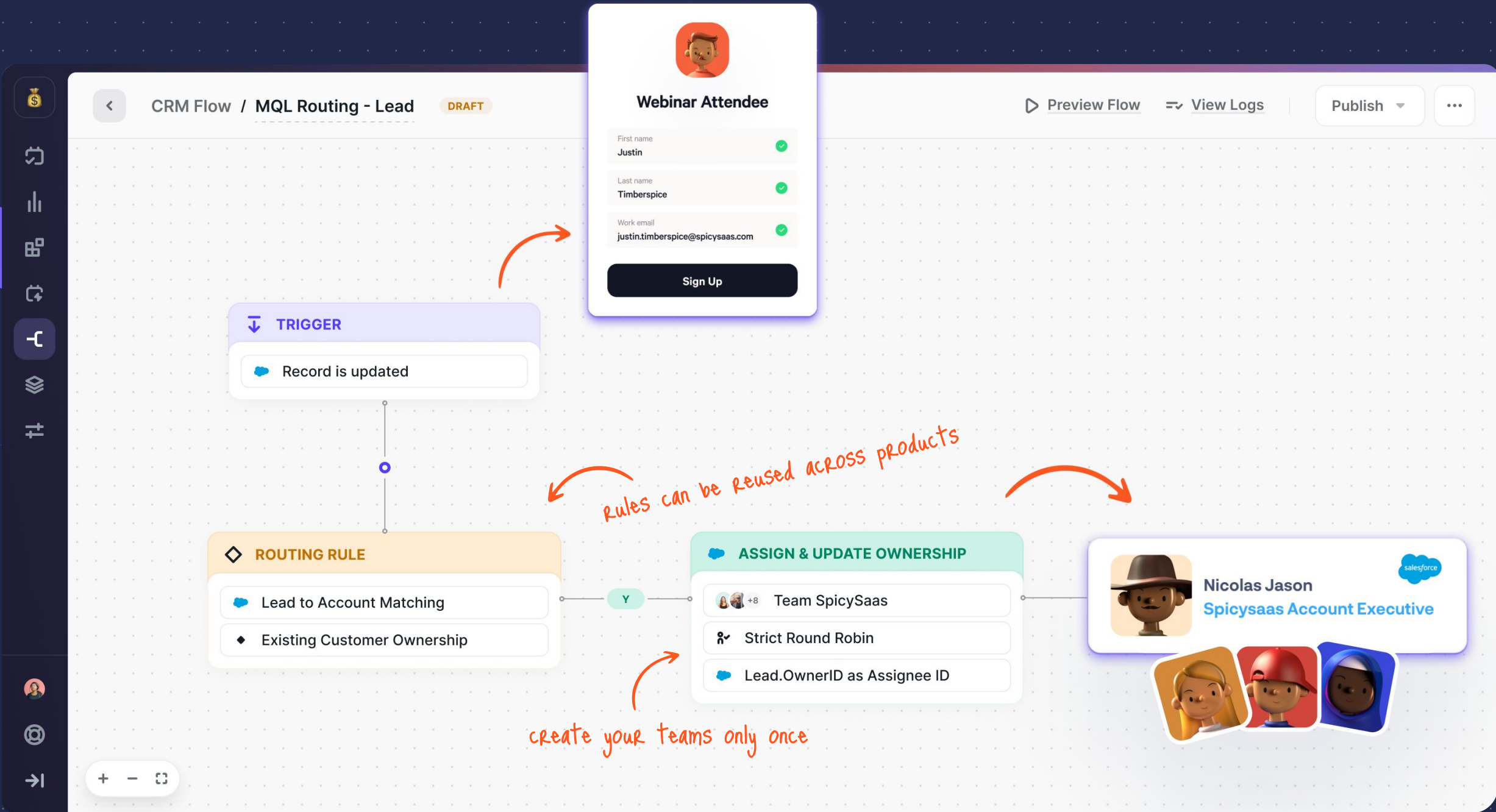
Marketing Leaders

Rev&Sales Ops

Connect all the dots with our Guided Flow Builder

The easiest workflow builder you've ever used. It's much faster, much clearer, and less error-prone than our competitors.

You no longer have to manage routing logic in multiple separate platforms. With our Guided Flow Builder, you can **create teams and routing rules once**, then repurpose them across all products.



“ The implementation process was extremely easy. **It took us a grand total of one hour to set everything up.**



Victor Naess
Revenue Operations at Albacross

Get started with Distro
in hours, not days.

Get a demo