

Leadfusion Unveils Cross Channel Selling at FinovateFall

Uniting the Online and Offline Experience for Financial Customers

San Diego, CA (September 27, 2012) – Leadfusion announces its latest innovation, Cross Channel Selling, a revolutionary new technology that finally solves the vexing problem of cross channel integration for financial institutions. Leadfusion's Cross Channel Selling drives conversion across channels by seamlessly connecting the online and offline experiences for consumers who are evaluating financial products.

Leadfusion publicly unveiled Cross Channel Selling with a live demo in front of more than 1,000 financial industry leaders at FinovateFall. "With innovative technology, Leadfusion's Cross Channel Selling is addressing an important market need for resolving how financial institutions respond to existing multi-channel behaviors," said Eric Mattson, CEO of Finovate. "Smooth, seamless integration of the buying experience across channels and devices will undoubtedly become an increasingly important business driver for financial service providers."

With a powerful set of sales tools, Cross Channel Selling makes it possible for financial institutions to provide best practice, web-based sales consultations in-branch as well as on the corporate site. For the first time, a consumer can begin the consideration of a financial product or service in any channel, and continue that investigation in a different channel – picking up where they left off.

By created a unified experience, Cross Channel Selling makes the selection of a financial product easier and more convenient for the consumer. And with Cross Channel Selling, financial institutions can offer consistent product recommendations across channels while placing helpful selling and lead management tools in the hands of the front-office staff. A consistent consumer experience, easy 'take your work with you' cross channeling, best practice branch consultations, helpful product guidance, higher conversion rates, increased brand loyalty – just some of the many compelling benefits of Leadfusion's new Cross Channel Selling solution.

Cross Channel Selling is the latest addition to Leadfusion's Financial Experience Management® (FEM) suite of products. The FEM suite consists of Researching, Marketing, and Selling Solutions designed to operate independently or as a single integrated platform. Patent-pending FEM solutions accelerate conversion, turning prospects into customers and customers into loyal advocates.

About Leadfusion, Inc

Leadfusion has been providing compelling experiences for financial consumers since 1995. Over 250 financial institutions, including 36 of the top 50 banks, 65 credit unions and 2 of the top 3 insurance companies trust Leadfusion to educate and empower their consumers.

About FinovateFall

FinovateFall is a demo-based conference for innovative startups and established companies in the fields of banking and financial technology. Held in New York City, the event offers an insight-packed glimpse of the future of money via a fast-paced, intimate and unique format. FinovateFall is organized by The Finovate Group. For more information on the event or to view videos of previous demos, please visit <http://www.finovate.com/fall2012/>.

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