

Lead management

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Traffic Pool Help Documentation



I. Function Introduction

The Traffic Pool is used to isolate leads from a specific channel. Marketers can analyze the quality of leads from this channel through the Traffic Pool. The Traffic Pool includes leads without a follow - up person and leads with a follow - up person.

II. Purpose of Use

MarketersAnalyze the quality of leads obtained from the public domain through the Traffic Pool

III. Permission Description

Only the person in charge of the Traffic Pool can view all leads in the current Traffic Pool.

IV. Operation Path

Traffic Pool: Desktop Management Console → SCRM → Lead Management → Traffic Pool

Traffic Pool Settings:Desktop Management Console → SCRM → Enterprise Management → Traffic Pool Settings

V. Usage Tutorial

Prerequisites for Use

Contact the service steward to enable the whitelist; otherwise, the function will display 'Coming Soon'.

Set the Person in Charge of the Traffic Pool

The person in charge of the Traffic Pool can view all leads in the Traffic Pool.

image.png

Filter Leads in the Traffic Pool

image.png