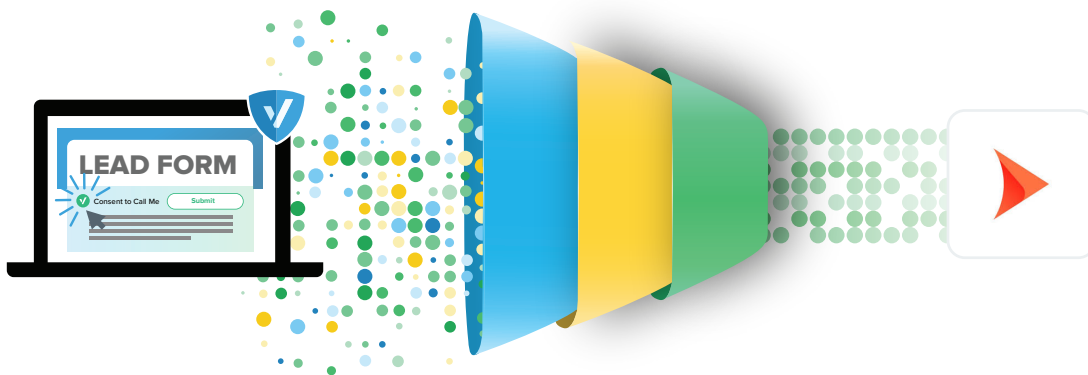


Drive higher conversions and bolster ROI

Automate your lead flows in real time and block unwanted leads from entering your CRM



Capture leads from any source, including web forms, third-party vendors, or CSV imports.



Only accept on leads that match your requirements; validate, filter and reject unwanted leads.



Distribute leads directly to Shape's powerful CRM platform.



Seamlessly connect with the highest-qualified leads in record time.

Targeted outreach

Instantly connect with the right leads at the right time through timely and efficient outreach, helping maintain strong relationships with both new prospects and existing customers.

Dynamic adaptability

Customizable lead funnels, decision trees, and A.I. lead scoring allow businesses to tailor the CRM to their specific needs, optimizing the customer experience and improving lead qualification.

Increase ROI

Streamline your CRM approach by reducing the need for multiple systems, saving both time and money, while also enhancing lead conversion rates.

Popular Shape features



Shape Email Automation

Best-in-class email marketing templates and templates for cold outreach, warm leads, and even post closing campaigns and save the time needed to create email templates.



Shape Built-in Phone

Enhance your call performance with click-to-call, local presence, voicemail drop, call dispositions, conference calls, and more.



Shape Shape AI

Unleash the power of ShapeAI templates to effortlessly craft impactful content from email templates, blog posts, and social media updates to product descriptions and beyond.



Shape Customer Point of Sale

Boost conversions by 27% with secure, step-by-step Q&A style forms for collecting information and documents.

ActiveProspect

LeadConduit streamlines your CPL acquisition process to efficiently acquire customers at scale. Custom lead flows automatically enhance and filter leads in real-time to deliver the highest-quality prospects to your CRM or lead buyer.

Shape

Shape is a powerful CRM and lead management tool designed to help businesses streamline their operations while ensuring full compliance with industry regulations. With its user-friendly interface and robust feature set, Shape allows businesses to manage their leads efficiently, from initial contact to conversion.