RéCRM
Product of Re Nutech Solutions

PRODUCT PRESENTATION

LEAD CRM FOR MARKETING TEAMS

Turn every ad click into a closed deal

Capture leads from Meta Ads and your website, move them across a Kanban board, never miss a follow-up, and keep your whole team in sync, from any phone.

one.renutech.in

A product of Re NuTech Solutions · New Delhi, India

THE PROBLEM

Three things quietly kill your leads

Most marketing teams spend on ads, then lose the leads that ads bring in.

Leads scattered everywhere

Meta forms, website enquiries, WhatsApp chats and spreadsheets. No single place to see who came in, from where, and who owns them.

Follow-ups slip through

A lead that is called after a day converts far less than one called in minutes. Without reminders, callbacks are forgotten.

No idea what ads really deliver

Ad platforms see clicks, not closed deals. Without feedback from the CRM, budgets keep flowing to campaigns that never convert.

THE SOLUTION

One CRM from ad click to closed deal

Renutech CRM brings every lead into one board, tells the right person to act, and sends results back to your ad platforms.

1

Capture
Meta Lead Ads, website forms, manual entry

2

Organise
Kanban stages, products, assignment

3

Follow up
Reminders, alerts, team chat

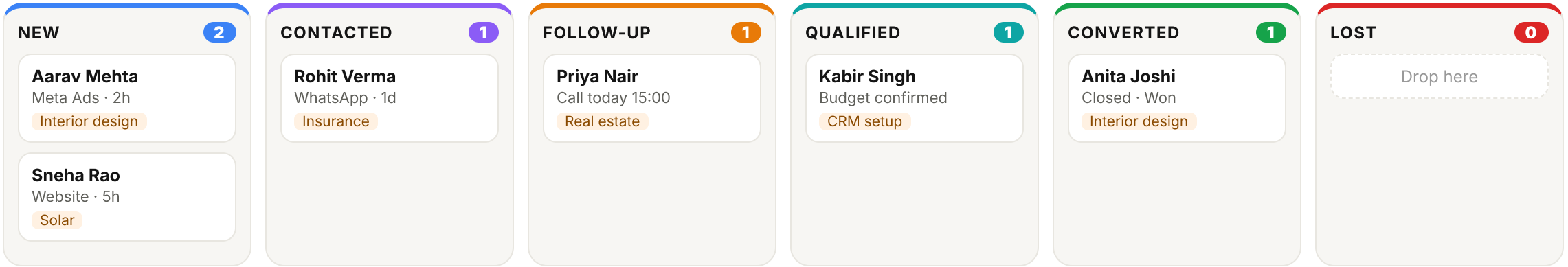
4

Optimise
Conversions sent back to Meta and Google

KANBAN PIPELINE

See every lead. Drag it forward.

Move cards across stages with a drag, or one tap on mobile. Every move is saved with history, and can be undone.



Search and filters

Call and WhatsApp on every card

Follow-up due badges

Win-rate summary

LEAD CAPTURE

Every source flows in automatically

Meta Lead Ads

Facebook and Instagram form leads arrive instantly with every answer, tied to the campaign, ad and form.

Website forms

One webhook URL for any site, WordPress, Elementor, Zapier or Google Forms. Name, phone, email and city are mapped for you.

Manual entry

Add walk-in and phone enquiries in seconds, with product, source and notes.

- ✓ Duplicate protection: the same phone or email within 10 minutes is not added twice.
- ✓ Products and lead sources keep your reports clean from day one.
- ✓ Admins get an instant alert for every new lead.

FOLLOW-UPS AND TEAM

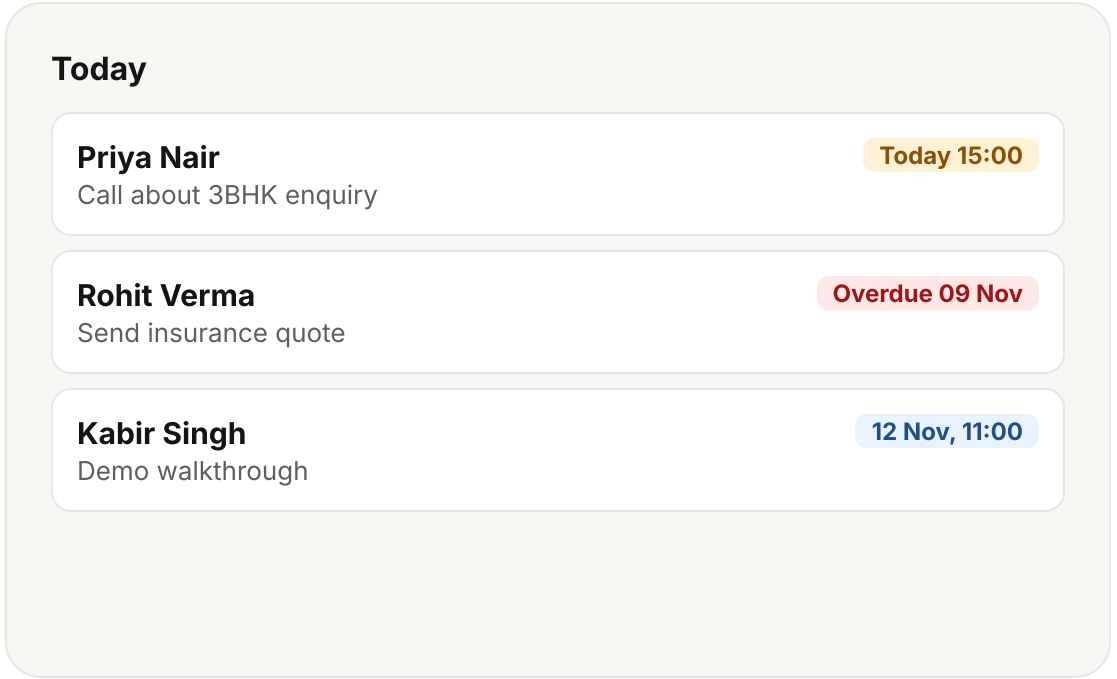
Fast response, every time

1. **Follow-up reminders**
   Schedule callbacks with date and time. Overdue and due-today items stay on your dashboard.

2. **Lead assignment**
   Hand each lead to the right person. Sales users see only the leads assigned to them.

3. **Team chat**
   Direct messages and groups, files and @mentions, right next to the leads.

4. **Instant alerts**
   Sound and push alerts for new messages and assigned leads, on phone and desktop.

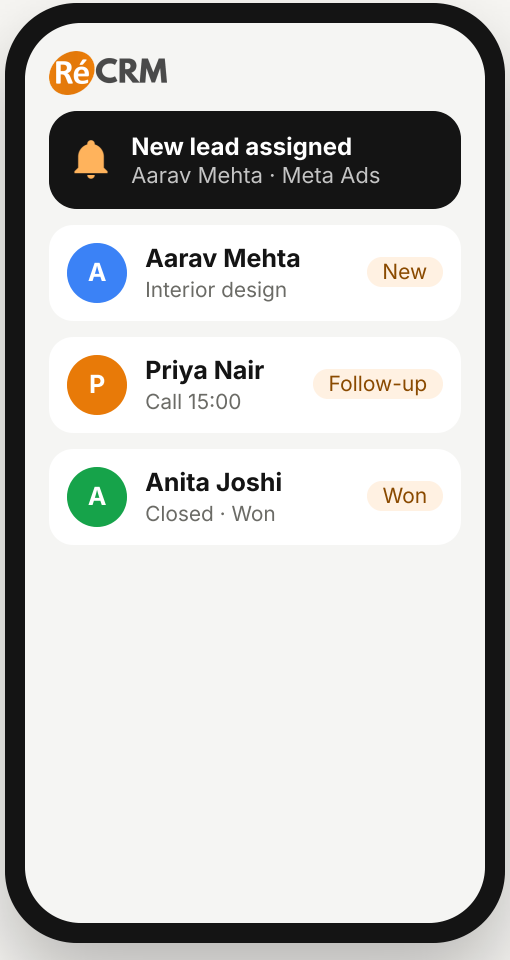


Android app

Your CRM in your pocket

Install the Android app. Hear a sound the moment a lead is assigned or a teammate messages you, and see the unread count on the app icon.

- Sound and push alerts for leads and chat
- Swipe and tap controls built for mobile
- Opens fast and stays signed in
- Light and dark mode



CONVERSION TRACKING

Close the loop with your ad platforms

Tell Meta and Google which leads actually became customers, so campaigns optimise for revenue, not clicks.

Meta Pixel + Conversions API

New leads, Qualified and Converted stages are sent server-side, so ad blockers cannot hide them. Matched to the original lead ad.

GTM, GA4, Google Ads

Install tags once on your site. Lead conversions fire in Google Analytics and Google Ads.

Pinterest and LinkedIn

Add your tag IDs and track leads from every channel you advertise on.

- Test events inside the CRM
- Click IDs and UTM saved on each lead
- Per-organization settings

BUILT FOR AGENCIES AND TEAMS

Multi-organization, secure by design

Many companies, one install

Run clients or business units as separate organizations, each with its own team, products and data.

Roles and plans

Super admin, organization admin and user roles. Plans control modules and limits for each organization.

Security controls

Two-factor sign-in, allowed login IPs, login history and a full audit log.

Your data, exportable

Export leads to CSV and keep database backups.

Light and dark mode

Comfortable at any hour, on any screen size.

Fast to start

Create your organization, add your team and start receiving leads the same day.

GET STARTED

Ready to stop losing leads?

Simple plans that grow with you.

Starter · ₹999 /month

Up to 5 users. Leads, contacts, follow-ups, tasks, basic pipeline, team chat.

Pro · ₹1,199 /user/month

₹999/user/month billed annually. Multiple pipelines, Meta Lead Ads, webhooks, API, conversion tracking (Meta, Google, Pinterest, LinkedIn), organization security, AI alerts, reports.

BOOK YOUR DEMO IN 4 STEPS

1. Click Book demo
on one.renutech.in

2. Fill the form
name, mobile, email, city, date and time

3. Get our email
confirming we received it

4. Join your demo
our team contacts you

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