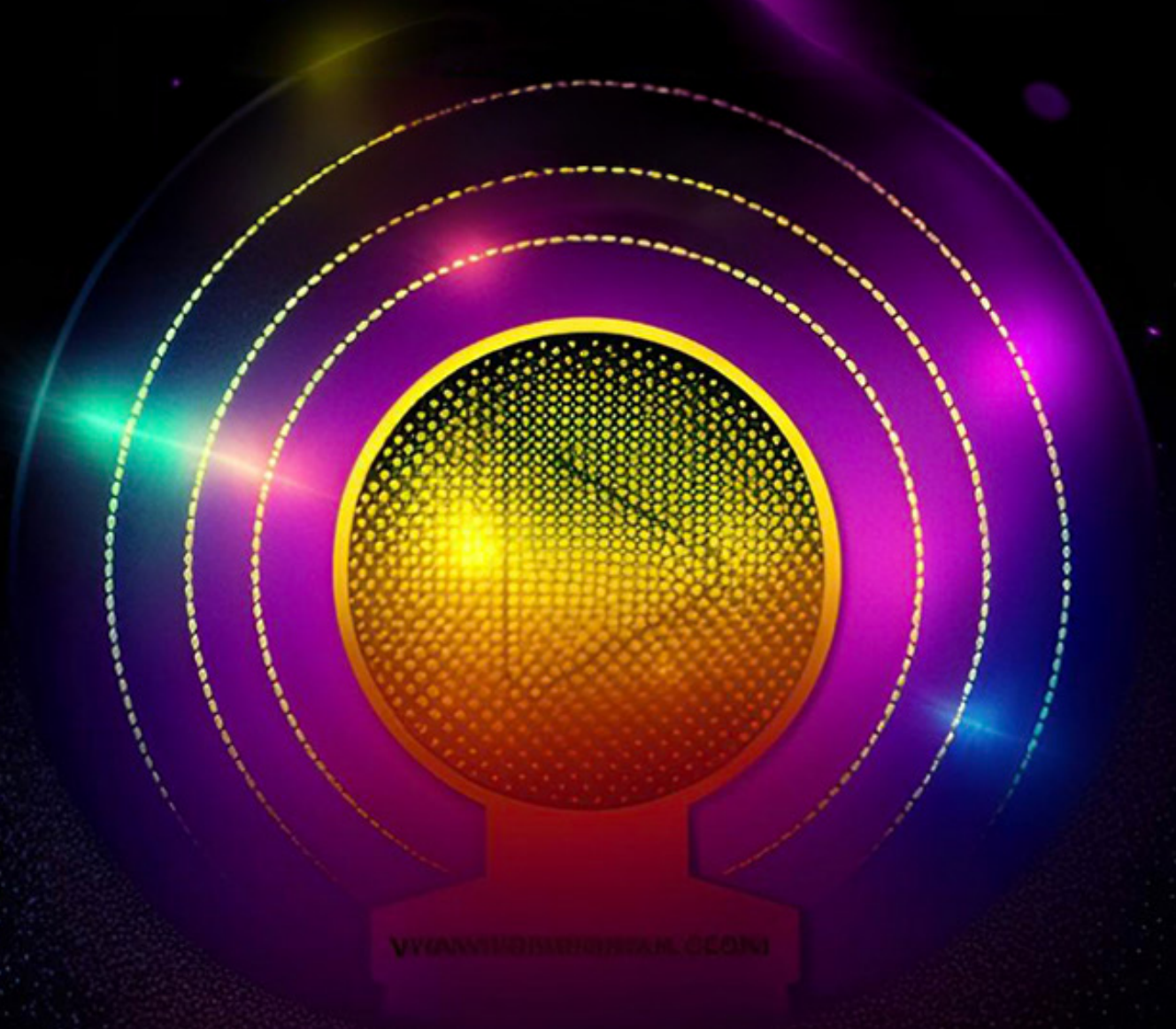


# Auditing





**Skip:**

Hello and welcome to Episode Ten of the LeadScale Engine Gen Five Launch Podcast series. With me, as always, is Francis. Hey, Frankie!



**Frankie:**

Hey, Skip. How are you doing?



**Skip:**

Very good, thank you. Happy birthday!



**Frankie:**

Thank you. We won't discuss my age, though!



**Skip:**

No, let's just jump right in. Today's topic is another heart-stopping one—auditing! Don't turn off the podcast just yet, folks. Frankie, this feels like the opposite of clickbait!



**Frankie:**

(Laughs) Definitely, but it's an important topic. The inspiration for this episode came from my wife, who works in internal auditing. While we were designing Gen Five, it hit me that the system could really make her life easier.



**Skip:**

You're always thinking ahead, aren't you? So, how does auditing apply to lead generation campaigns?



**Frankie:**

Auditing is about managing all the complex changes that happen during a campaign. When everything is over, the campaign managers might be happy, but when finance gets involved to settle things, all those changes—errors, delays, and decisions—need to be re-examined. This “relitigation” of the campaign is a major pain point.



**Skip:**

That sounds chaotic. How does Gen Five address this?



**Frankie:**

Gen Five's goal is to make it easier to align all stakeholders—sales, marketing, and finance—so that everything is tracked, agreed upon, and clearly documented as “delivered as intended.” It's about ensuring consistency from the start to the end of the campaign, reducing friction and relitigation later.



**Skip:**

That's smart. You're preventing issues from snowballing. But this sounds like it also helps finance stay on top of things.



**Frankie:**

Absolutely. Gen Five will allow finance teams to see everything in real time, reducing delays and making it easier to reconcile budgets. This prevents marketing campaigns from being seen as chaotic or poorly managed.



**Skip:**

And that helps marketing teams get the budget they need!



**Frankie:**

Exactly. The more streamlined the process, the better marketers can justify their spending and prove campaign effectiveness. It helps everyone work more efficiently.



**Skip:**

So, in short, Gen Five isn't just for marketers; it's making life easier for finance and ensuring campaigns run smoother from end to end.



**Frankie:**

That's right. It's all about reducing frustration and ensuring everyone is on the same page.



**Skip:**

Fantastic! Anything else to add before we wrap up?



**Frankie:**

No, I think we've covered it all. I'm excited to see how Gen Five will simplify these processes for everyone involved.



**Skip:**

Thanks, Frankie. See you next week!



**Frankie:**

Thanks, Skip.

**For more information about  
how LeadScale Engine  
works, email us at:  
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