



“By leveraging salesforce.com, we automatically create a campaign history for every prospect and customer. Now we can target specific verticals with customized messages that have proven to be successful with that vertical in the past.”

—Head of Sales  
& Marketing  
TradeCard

## **INCREASE THE VALUE OF EVERY PART OF THE CUSTOMER LIFECYCLE**

Salesforce.com's Marketing Automation solution is fully integrated with its sales and service solutions, providing a truly unified view into every aspect of the customer lifecycle. By harnessing the power of shared information and advanced analytics, marketing professionals can ensure that every marketing dollar is spent wisely.

Part of the number one on demand CRM solution, salesforce.com Marketing Automation is used by companies around the world to help grow revenues, increase customer satisfaction, and reduce expenses.

## **ALL THE MARKETING FUNCTIONALITY YOU NEED. NONE OF THE HEADACHES.**

Only salesforce.com offers an on demand solution that meets the varied needs of everyone from small businesses to large, global organizations. Marketing Automation provides your marketing team with a complete customer view that is shared with sales and support in real time. You'll better understand which marketing campaigns are performing, why they're performing, and the types of leads they attract.

### **:: Manage Your Entire Marketing Mix**

With powerful lead management and campaign management solutions, you can maximize the efficiency of your entire online and offline marketing mix. Account management functionality helps you track relationships with key customers, vendors, and partners.

### **:: Empower Your Channel**

Quickly distribute critical collateral to your entire channel with salesforce.com's document management. Use knowledge management to provide answers to

common questions on products, competitors, and the company.

### **:: Measure Your Revenue Impact**

With integrated campaign management, marketing professionals can easily learn whether campaigns have actually generated closed business. Analyze and segment the results to identify key trends with salesforce.com's customizable analytics.

The award-winning salesforce.com solution offers more features, more powerful customization, easier integration, and the best end-user experience. And best of all, thanks to our on demand model, it can all be deployed immediately around the globe, freeing you from traditional CRM software and its hidden costs, high failure rates, unacceptable risks, and protracted implementations.

## **MARKETING FEATURES: THE DETAILS**

**Campaign management.** With salesforce.com's campaign management, you have a single spot for effectively planning your marketing spend, managing all your initiatives and campaigns, and analyzing performance and results.

**Lead management.** Sales success depends on effective lead management and the optimization of lead flow across your sales and marketing organizations. Salesforce.com helps you track prospect inquiries and seamlessly route qualified leads to the right people — ensuring sales reps get instant access to the latest prospects and leads are never dropped or lost.

**Auto-response emails.** Personalized responses to customer inquiries go out immediately and automatically with salesforce.com's auto-response emails. You can tailor responses based on the nature of the inquiry or information supplied by the customer.

**Workflow automation.** Salesforce.com's customizable workflow automation engine helps standardize your organization's workflow to automate your marketing processes for greater operational efficiency, consistency, and control.

**Marketing encyclopedia.** Salesforce.com's document library provides instant, anytime, anywhere access to the most recent versions of the sales and marketing materials your teams need — all in one spot.

**Trackable HTML email.** With salesforce.com, marketing departments can better control the company's brand identity and messaging platform across all customer communications, including emails sent by individual sales reps.

**Email marketing.** Salesforce.com's email tools help you plan and execute high-impact, targeted email campaigns for prospects and customers. Salesforce.com also integrates response tracking so you can easily measure campaign results.

**Marketing analytics.** Salesforce.com features powerful yet easy-to-use marketing dashboards and analytics tools. Managers can analyze the impact of their marketing campaigns, determine which activities generate the most revenue, and justify the marketing spend.

**Data quality tools.** Maintaining data quality is crucial, especially for information on prospects and customers. Salesforce.com helps ensure that your lead and customer database is free of duplicates.

“Salesforce.com empowers us to identify the campaigns that deliver good leads as well as those that don't. This insight allows us to spend our marketing dollars on the activities we know will have the greatest revenue impact.”

—CTO & SVP of Operations  
Globix

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