

SOLUTION SPOTLIGHT:

# An Advanced Email Solution Built for Marketers by Marketers

Salesfusion provides both simple and advanced email marketing functionality. You can create everything from simple bulk email to multi-stage nurture email campaigns.

## Drag-and-drop Builder

Messages can be created using an intuitive drag-and-drop email builder. You don't need to know HTML to design professional-looking emails. Simply drag email components onto a canvas to create the look you want. You can also use one of our preset responsive templates to ensure your messages render perfectly across all browsers and devices. For marketers with advanced HTML skills, a power-user coding editor is also available.

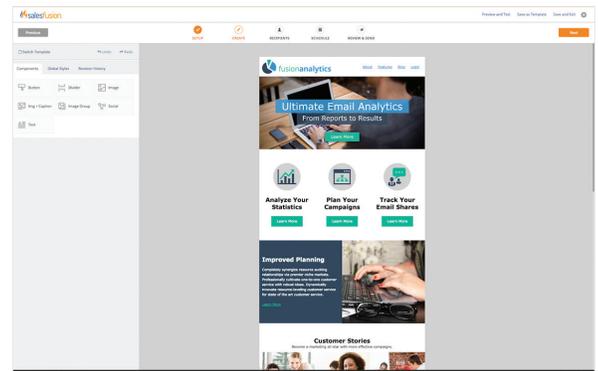
## Nurture Designer

The visual nurture designer exceeds industry standards. It offers a logical and organized bird's eye view of exactly how prospects will flow through each nurture campaign. Nurture campaigns can be designed to trigger communications based on specific prospect attributes or activities, drip messages over a predefined timeline, or a combination of both.

## Align Marketing with Sales

Additionally, Salesfusion's native integration with the industry's leading CRMs offers an additional and unique nurture capability. You can blend marketing and sales actions in a single campaign. Schedule a sales follow up activity or create an opportunity at a specified point in your nurture campaign and have those actions sync automatically to your CRM. The right salesperson will be assigned to the action and they'll receive an alert right in their inbox.

Since sales can see how each prospect has engaged with your campaigns from the contact card inside the CRM - including opens, clicks, form completions and more - they can then customize their outreach. If your sales team discovers the contact should be removed from that campaign or added to a different campaign, they can do this inside the CRM. This helps unify both marketing and sales around a cohesive voice and seamless buyer experience.



### GET MORE OUT OF YOUR EMAIL PROGRAMS

- Save time with a drag-and-drop email builder, intuitive nurture designer, and automated campaigns customized around each buyer's journey and persona.
- Reduce sales cycles by scheduling sales outreach based on each buyer's campaign engagement.
- Improve conversion rates with a streamlined and cohesive lead management process.
- Improve your effectiveness with single and multivariate email testing.
- Integrate email with other channels to understand an overall campaign ROI, as well as how each individual tactic performs.
- Measure your influence on and contribution to pipeline.

## Other Salesfusion Email Marketing Key Features

### Email Deliverability & Optimization

- Validate all contacts in your database before your first email send to minimize bounce rates and negative impact on your sender reputation.
- Continuously maintain the hygiene of your email database.
- Understand how many of your emails are reaching the inbox versus getting trapped in spam folders.
- Test the performance of email components with single and multivariate A/B testing to refine and improve over time.

### Lead Scoring

- Score leads based on their email engagement, such as email opens, clicks or form submissions.
- Push lead scores and engagement data to the CRM automatically to give your sales team insight into how leads are interacting with your digital content.
- Create email campaigns that target leads with specific scoring profiles or thresholds

### Dynamic Lists

- Eliminate the need to export static lists from your CRM prior to each email blast.
- Responsive lists created in Salesfusion automatically sync with your CRM and update as your prospects engage in your content.
- Create segmentations and let the system update them for you prior to each blast.
- Build segmentations based on buyer personas, demographic data, or specific behaviors and content engagement factors, such as form completes and webpage visits.

### Multi-Channel Campaign & Asset Management

- Create, manage and track multi-channel campaigns that blend email with social, events, direct mail, PPC and more.
- Understand how each channel or tactic performs on its own as well as how it contributes to your overall campaign success.
- Track campaign spend and an overall ROI.
- Build and optimize emails, landing pages, forms, surveys, events and more, and tie these components to your email campaigns.
- Surface all campaign activity and important information to sales automatically with CRM integration.