

NO-FAIL MARKETING AUTOMATION



Salesfusion makes enterprise-grade marketing automation accessible to everyone with a no-fail approach. Recognizing that marketing success depends not just on technology but also on expertise, processes and people, we provide a team of marketing experts in addition to our complete and easy-to-use marketing automation platform. We are eager to collaborate with our customers to achieve their goals through the creation, management and analysis of campaigns and are committed to offering this at an affordable price.

What Sets Us Apart

- No-Fail approach to marketing automation with a range of managed services designed to support our customers at every stage
- Low total cost of ownership
- Commitment to ensuring customer success
- Collaborative and consultative approach to ensure marketers can take full advantage of marketing automation
- A team of experts experienced with marketing and marketing technology

Benefits

- Align sales and marketing with a proven marketing automation and email platform that includes native integrations to the world's leading CRMs
- Ensure success with unlimited phone and email support
- Streamline and automate marketing processes
- Increase reach with inbound tools designed to help pull new prospects into your funnel
- Reduce sales cycles by surfacing real-time and actionable lead intelligence
- Improve conversion rates with lead routing and management

Analyst Recognition

Gartner

- Named as a 2015 Cool Vendor in Tech Go-to-Market
- Named on the 2016 Magic Quadrant for CRM Lead Management

SiriusDecisions

- Recognized for event management and lead scoring capabilities in 2015 SiriusView for Marketing Automation

FORRESTER®

- Strong Performer in 2016 Forrester Wave for Lead to Revenue Management



Salesfusion provides a complete and easy-to-use marketing platform with a no-fail approach to ensure marketing success.

Attract

Drive inbound traffic and identify new prospects to pull into your funnel

- **Website Tracking:** Uncover key insights about who is visiting your website and why
- **Social:** Manage your social presence across all your channels
- **SEO Audit:** Help prospects find you by optimizing your search rankings
- **PPC & Adwords:** Manage and track paid ad contribution on your pipeline

Capture / Engage

Capture leads and nurture prospects into lifetime customers

- **Landing Pages and Lead Forms:** Capture leads by leveraging custom web pages and forms
- **Campaign Management:** Manage and execute multi-channel campaigns
- **Email Marketing:** Create engaging email campaigns in responsive templates
- **Nurture Marketing:** Build relationships with personalized and automated communications
- **Webinars and Events:** Run in-person events and webinars in one platform
- **Surveys:** Capture important insights with custom surveys

Prioritize

Streamline your lead management process to optimize sales outreach

- **Lead Management:** Unify workflow between sales and marketing to ensure proper lead routing and follow up
- **Lead Scoring:** Measure engagement and prioritize sales outreach with actionable lead intelligence

Convert

Surface information to your sales team inside the CRM to increase conversions

- **CRM Integration:** Align your marketing and sales teams with native CRM integration and better visibility
- **Buyer's Journey:** Leverage buyer engagement data in both marketing and sales to personalize approach

Analyze / Retain

Measure your marketing effectiveness and improve customer retention

- **Reporting & ROI:** Capture actionable insights into your marketing performance
- **Website Analytics:** Evaluate key website metrics to improve performance
- **Customer Communications:** Leverage automation to help retain customers