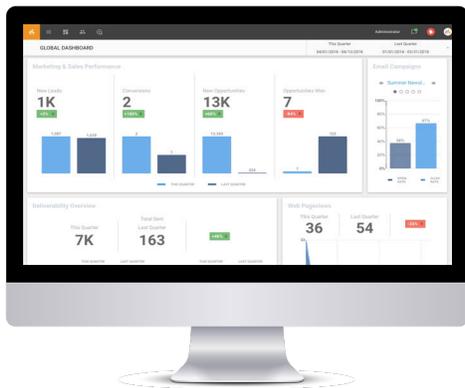


ALL-YOU-NEED MARKETING AUTOMATION



Salesfusion is the all-you-need marketing automation solution built to work for you. With a curated toolset that includes highly intuitive campaign builders, advanced automations and superior reporting, we focus on what matters most to marketers—streamlining campaign creation, understanding engagement, improving conversion and driving more revenue.



The New Standard in Marketing Automation

Salesfusion provides the only enterprise-grade marketing automation platform to mid-sized marketing teams juggling many tasks. Whether you're a do-er, dreamer, thinker or techie, Salesfusion is the new standard in marketing automation

- Streamline and automate digital and demand generation campaigns throughout the buyer's journey
- Align Marketing and Sales with more native integrations to the world's leading CRMs than any other marketing automation platform
- Augment your marketing efforts with our Professional Services team's comprehensive onboarding and consultation programs
- Get help when you need it with our unlimited support available via phone, chat or email
- Gain unlimited access to all functionality with our simplified, contact-based pricing model

Customer Testimonials



The Salesfusion system is smart, intuitive and "easy to use". The "engine" driving this MAP is so well designed. It is a MAP—designed by marketing leaders—for marketers desiring a robust marketing automation platform that gets the job done and has the ability to scale. However, it's the entire Salesfusion team that exceeds my expectations on a daily basis and is the true differentiator for our organization."

—Marketing Director in the Manufacturing Industry



"The functionality is fantastic. I've yet to have a 'I wish it did this' moment. In fact, they thought of things I never would have dreamed I could do with a solution in this price point."

—Monica C, Marketing in the Transportation Industry



"During our initial evaluation, their native CRM integrations were a big plus as well. Other vendors were relying on 3rd party solutions or had limited access to underlying CRM data."

—Chris B, Marketing Manager in the Computer Software Industry

Attract and Track Traffic

Built-in SEM, SEO and social tools help drive more web traffic

- **Ads Campaigns:** Launch Google paid search campaigns through the Salesfusion platform to drive qualified traffic
- **SEO Audit:** Run web audits to understand how your site is performing and compare your site to the competition
- **Social:** Schedule posts, manage accounts and monitor brand reputation across social media platforms
- **Buyer's Journey Tracking:** Uncover key insight into prospect and account engagement with your website

Nurture Leads

Automated and tailored communication and lead scoring deliver qualified leads to Sales

- **Nurture Campaigns:** Remain top-of-mind with automated, tailored messages sent to prospects throughout their buyers' journey
- **Lead Scoring:** Measure engagement and prioritize Sales outreach with actionable lead intelligence
- **CRM Integration:** Align Sales and Marketing with a native CRM integration that includes real-time syncs and support for custom fields. Salesfusion natively integrates with the world's leading CRMs: Sugar CRM, Netsuite, Bullhorn, InforCRM, Salesforce, Sage and Microsoft Dynamics

Create Campaigns

Intuitive email, landing page and form builders empower marketers to quickly create assets that convert

- **Emails:** Easily create personalized, responsive email campaigns to spark conversations that convert
- **Landing Pages and Lead Forms:** Use drag-and-drop builders, or choose to code your own, to quickly build custom web pages and forms that capture leads
- **Webinars and Events:** Manage and track the success of events and webinars from within the platform
- **Surveys:** Capture important insight with custom surveys

Measure ROI

Advanced Analytics leads data-driven decisions with BI-grade reporting

- **Reporting and ROI:** Capture actionable insight into your marketing performance to understand what's driving revenue
- **Interactive Dashboards:** Build and source data from various marketing initiatives and create visually-appealing, shareable reports
- **Custom Fields:** Utilize unlimited custom fields for advanced segmentation and scoring models

Salesfusion is the
All-You-Need
Marketing Automation
Solution Built for
Every Step of the
Buyer's Journey

