

# Marketing Accelerator for Salesforce.com

Marketing Automation from Innodan

## About Integrated Marketing for Salesforce.com

Our **Integrated Marketing platform** offers a deep and cost-effective marketing to sales integration for Salesforce.com users. The solution has been an AppExchange certified ISV since January 2007.

The integration with Salesforce is fully automated, mature and integrated at all levels, from lead through opportunity tables in Salesforce, enabling true lead to revenue management.

### Key Features

- Integrated email marketing
- Web visitor activity appended to lead, contact and account records
- Marketing campaign integration
- Marketing Dashboard in Salesforce
- Integrated reporting
- Campaign ROI tracking
- Advanced lead scoring, routing and workflow
- Integrated Social Media publishing and marketing
- Microsoft Outlook integration

Enterprise functionality at a cost you can afford! The integrated marketing solutions begin at a flat rate of **\$250 per month**. Our pricing is based on your database size. All other functions are unlimited, including email, landing pages, users and more.

salesforce.com   
Success On Demand.™



## Tangible Benefits for your Sales & Marketing Teams

Marketing and Sales executives agree that the health of their company's revenue cycle is dictated, in large part, by the health of their lead funnel. Integrated marketing will provide dramatic benefits for both sales and marketing by integrating the efforts of both teams. You will receive these benefits...

- Improved lead capture
- Improved campaign performance through ROI Tracking
- Lower campaign costs
- Increased sales pipeline
- Improved lead conversion
- Eliminate lead attrition
- Automate campaigns for greater coverage

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# Optimize Your Lead to Revenue Cycle with Marketing Automation from Innodan

## Marketing Dashboard iFrame

### A powerful yet affordable solution for integrating all marketing and sales processes

All available marketing activity for leads, contacts and accounts is displayed both in database fields and through a one-click-to-access marketing dashboard.

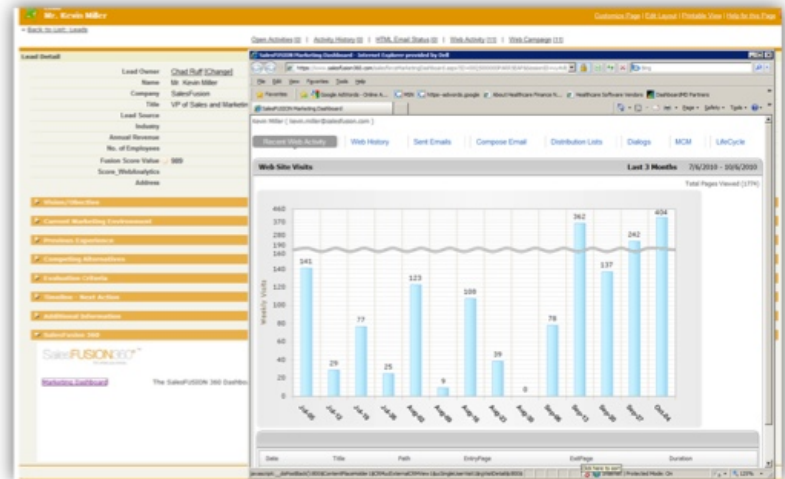
Graphical views show visitor trends by leads, contacts and accounts on your website.

Your Sales team will have vital lead intelligence delivered to them. Better information leads to better lead conversion.

### Easy to administer! No costly consulting required

You have complete control over how, why and when you integrate into sales. Our integrated marketing platform has built simple yet powerful administrative tools right in the application that help our users set up and, more importantly, manage their integration over time and through versions, without the need to contract with expensive developers or consultants. This keeps the TCO of our Marketing accelerator lower than other solutions.

Give your executives the information they need to make critical marketing and sales decisions with integrated **marketing to sales dashboards**, driven by data, available in the "Dashboards" tab



This screenshot shows the 'Salesforce CRM User Name / Password' configuration page. It includes input fields for 'User ID' (filled with 'smf@salesfusion.com') and 'Password'. Below these are 'Sync Dates' for various entities: Accounts (7/20/2010), Contacts (7/20/2010), Leads (7/20/2010), Opportunities (7/20/2010), Campaigns (6/26/2010 12:07:45 PM), Users (7/20/2010), and Quotes (7/20/2010). The 'Salesforce Options' section contains checkboxes for 'Salesforce.com Member', 'Use Custom AppExchange Tables', 'Do Not Sync Between 10:00 PM and 4:00 AM EST', 'Account Disabled', and 'Enable IP Blocking'. The 'Push Options' section includes checkboxes for 'Allow SalesFusion to Insert and Update Salesforce Records', 'Allow SalesFusion to update mailOpenOut Field', and 'Allow SalesFusion to update Score Field'.

