



What Is Marketing Automation?

It's a suite of tools used for campaign optimization.



GENERATE LEADS

- Identify Anonymous Visitors With Visitor ID
- Capture Information With Dynamic Forms
- Campaign Optimization
- Social Media Integration



DRIVE SALES

- Lead Scoring To Alert Hot Leads
- Email Automation For Nurturing
- Behavior Tracking For Lead Insights
- Sales Notifications



MEASURE ROI

- Comprehensive Campaign Analytics
- Google AdWords Integration
- Exportable Graphs And Reports
- Eliminate Waste
- Invest In Successful Tactics
- Content ROI Tracking

What Are The Features?



Email Automation

Send emails with triggers and build personal relationships with leads



Rebrandable

Rebrand the entire platform and reinforce your branding with clients every day



Single Sign-On

Manage all your clients from a single instance



Dynamic Forms

Capture more leads with forms designed to convert



Dynamic Web Content

Close more sales with content that grows with your leads



Lead Scoring

Prioritize your pipeline and reach out to sales-ready leads



Sales Notifications

Email or text sales team when a lead indicates they are ready to buy



VisitorID

Triple your leads by identifying anonymous traffic



CRM Integration

Immediately plug your leads into your sales team's system



Social Media Management

Publish, listen, and track campaigns with fully integrated social media tools.



Gmail/Email Syncing

Emails sent and received from IMAP clients show up right in leads' histories.



A/B Testing

Test emails head-to-head to see exactly what works the best



Behavior Tracking

Understand your leads to create one-on-one communication



Sales Analytics

Enable your sales team with key insights about each lead



Campaign Optimization

Eliminate waste and identify opportunities

The Marketing Automation Difference

WOULD YOU
RATHER..



SHOUT AT A DEMOGRAPHIC?

OR



TALK TO EACH CUSTOMER?



MORE REVENUE FOR YOU

Marketing automation allows you to forge rich relationships, and by developing a deep connection with your customers, your business will be discovered with more leads, driving sales and proving ROI.



451%

Marketing automation drives a 451% increase in qualified leads for businesses

THE BEST COMMUNICATION TOOLS

Marketing automation is a leap forward in digital marketing tools. For the first time, your business will have the resources to connect with each customer on a one-on-one basis.



3%

Get ahead of the competition Only 3% of B2B companies are currently using marketing automation

ANALYTICS FOR OPTIMIZATION

Marketing automation identifies successful tactics and poor performances. This allows you to eliminate waste and improve your ROI.

* Source: The Annuitas Group