

Partnership Profile



MARKETBRIGHT AND SALESFORCE.COM – A BETTER ROI ON MARKETING

Leveraging Marketbright for Improved Sales Targeting

Leads, campaigns and emails are managed within the Marketbright database. As responses are generated in Marketbright, inbound lead traffic is “scored” to determine “marketing qualified leads” – those ready for sales. Marketbright publishes the hottest leads into salesforce.com and tracks their progress through the sales cycle. Converted leads are reflected in the marketing ROI or “campaign to cash” reporting

Leveraging Salesforce.com Data for Better Marketing Campaigns

Can you segment your current customers in or out of your marketing campaigns? You can... This allows more powerful and targeting marketing. Some examples would be suppressing all current customers from a discount promotion offer or sending “keep warm” or opportunity stage campaigns to p whose status is set to “Pending Interest”.

EASY SELF-SERVICE INTEGRATION

5 Minute Setup - Integration and on-going changes are 100% self service via a graphical administration tool, and user administered. No implementation team, no developers and no coding. Integration with all key data in salesforce.com – Leads, Accounts, Contacts, Opportunities, Campaigns and Campaign History

Simple Data Flow Control – Control the integration and push and pull of data in a self-service fashion. Quickly and easily make changes and updates to your sales integration without IT or consultants.

Sophisticated Lead Publish Rules – Control Marketbright updates based on salesforce.com lead status, for example, only updating those set to “Prospecting”, and leaving alone the contact info for those set to “Qualified”.

‘Quality Leads For Your Favorite CRM System’

To get the full benefit of a solution like salesforce.com, you need one simple ingredient: quality leads. Marketbright eMarketing for salesforce.com provides an easy way for marketers to guarantee a steady flow of qualified leads into sales while making it easier to execute the campaigns you need to generate demand for your business.

PARTNERSHIP HIGHLIGHTS

- Automatically route only the hottest leads to sales
- Provide sales with deep insight into a prospect’s campaign interaction history
- Make changes to your sales integration in an easy self-service fashion
- View opportunities by campaign influence and begin to understand which combinations are most effective

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KEY JOINT SOLUTION FEATURES

Seamless, Easy Integration - Single click view in salesforce.com lead and contact detail enables all salesforce.com users to view Marketbright-captured data, including survey responses, visited campaign pages and web activity.

Single Source for Marketing Campaigns - Marketbright can automatically pull all data from salesforce.com, making your Marketbright Marketing database a super set of all Marketing and Sales contacts and accounts.

Lead Score Threshold Control - enables users to “Dial up or Dial down” the leads going into salesforce.com, allowing you to throttle the number of leads you are publishing to sales.

Flexible Data Control - Highly flexible control of the data values posted to salesforce.com, including, the ability to publish or not publish any field based on the status of a lead. For example, Marketbright can be configured so that the lead’s phone number will not be updated once the lead is open and being worked on by sales person.

Enables ROI on Marketing Activities - powerful reporting provides a deeper understanding of marketing influence on revenue, for example, by campaign, pipeline, and lead status.

“Integrating our Marketbright and Salesforce.com data took us no time at all, and the improved communication with sales is remarkably powerful.

Without engaging outside or IT help, we are able to adjust the flow of leads and data between the two systems to meet our business needs. Our sales team benefits from improved responsiveness, and marketing benefits from greater visibility into the ROI of their efforts.”

Michaline Todd
Director, Corporate Marketing
Serena Software

A RECOMMENDED INTEGRATION

