

Dashboards and Campaign Reporting



Analytics Minimize Cost, Improve Results

For any company seeking a competitive advantage, gathering precise information about the effectiveness of their marketing campaigns can provide a crucial edge. Marketers have a wide range of communications tools — email, banner ads, landing pages, pay-per-click, direct mail — readily available for targeted campaigns, but the metrics they need to guide campaigns is often siloed in spreadsheets.

With accurate metrics, marketers are able to direct their spend to reaching their target audience without investing in sub-par communications channels. With superior metrics, even small companies can compete effectively against much larger firms with comparable products and services.

The Marketbright Advantage

One Platform – By providing one pre-integrated platform for execution all your campaigns and capturing all your responses, Marketbright provides a complete 360-degree, real-time view into campaign metrics. No integration work required.

Optimize Campaign Channels – Easily compare different demand generation channels and optimize your campaigns, resulting in a lower cost per customer acquisition. Compare vendor to vendor (Google vs. Yahoo) and tactic to tactic (Direct Mail vs. Pay Per Click)

Campaign to Cash – Understand which campaigns and which combination of campaigns resulted in the most revenue, the most opportunities, and the most A and B leads.

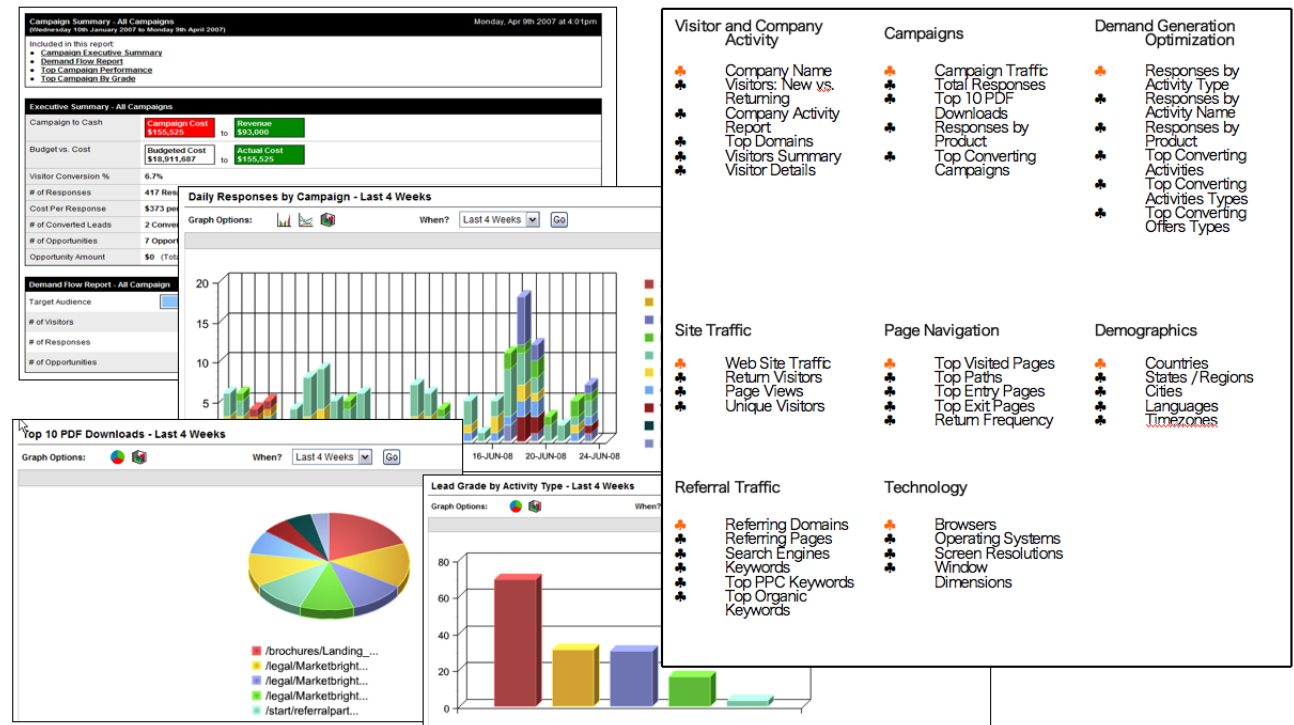
“Accurate metrics are at the heart of our marketing efforts, and Marketbright provides us with the big picture and the details we need to make informed decisions.”

Gregory Crofton
Director Marketing Programs
Seagate Services

Dashboard Analytics Include:

- Executive Summaries
- Demand Flow Report
- Opportunities By Stage
- Top Campaign Performance
- Campaign Performance - Lead Distribution (Region) by Campaign
- Campaign Performance - Lead Status By Campaign
- Top 20 Opportunities
- Recent Email Marketing Activity
- Survey Questions and Data Mapping
- Campaign Statistics – Download of basic statistics:
 - Top Converting Campaigns
 - Top Converting Offers
 - Top Converting Activities
 - Top 10 PDF Downloads
 - Responses by Product
 - Visitor and Company Activity

MARKETBRIGHT DASHBOARD ANALYTICS



About Marketbright

Marketbright provides an on-demand marketing automation solution which allows companies to implement self-service campaign execution and demand generation, automate lead scoring and nurturing, and to gain visibility into closed-loop campaign-to-cash metrics via real-time dashboards. The integrated marketing platform results in a full 360-degree view of your customer's interactions, and this information is used to route only valuable, qualified leads into your sales CRM. Marketbright's customers include Serena Software, VMware and Avid. Marketbright is headquartered in San Bruno, CA. For more information, visit the company's Web site at www.marketbright.com.