



# Why Marketing Automation?

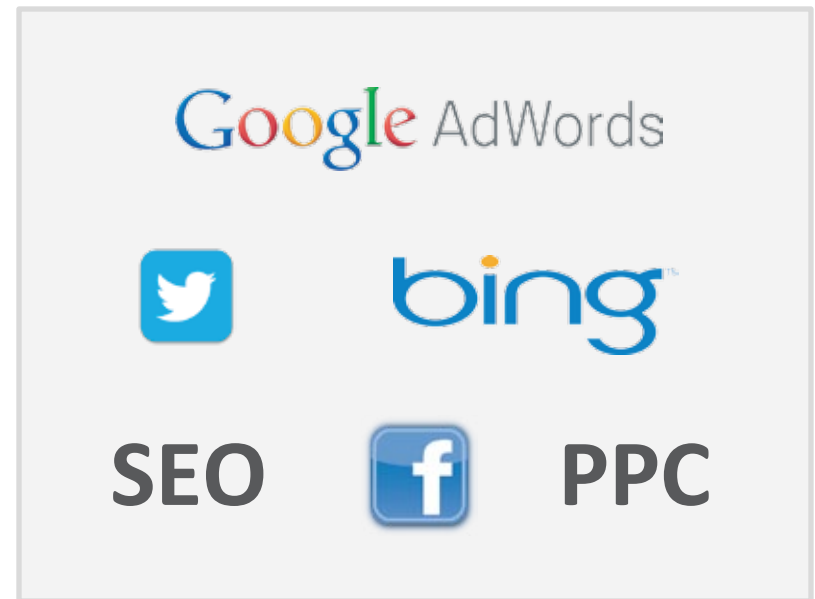
Generate More Leads, Convert Them To Revenue, Prove Marketing ROI



# Evolving Buyer Landscape

## Pre-sale engagement has changed dramatically:

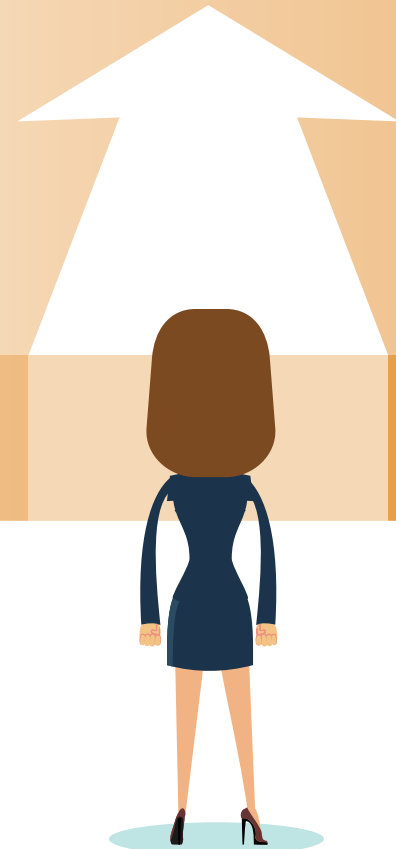
- Buyers used to have very limited information.
- Now they have more than they process or even use.
- If you don't want your marketing message to get ignored, it needs to be more targeted and personal than ever before.
- ***Nurturing leads with relevant content is now a requirement.***



# The Marketing Problem

## Roadblocks

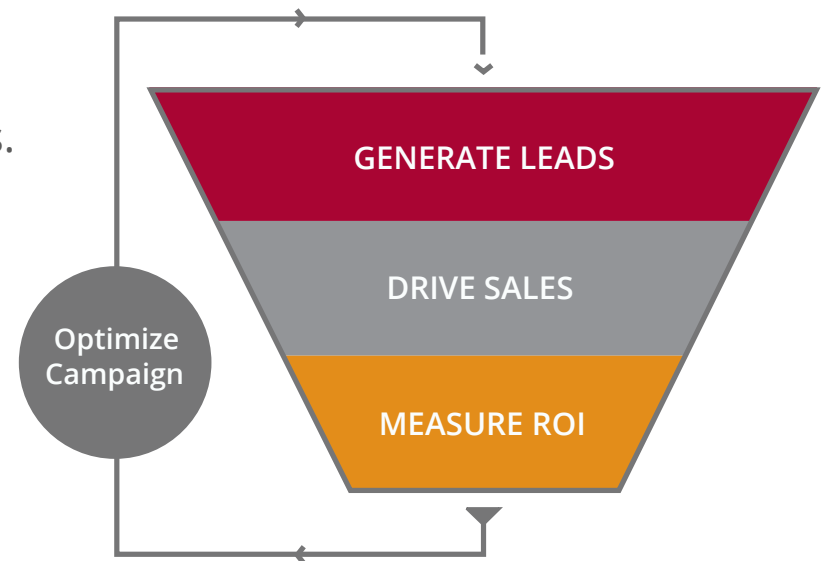
- Not enough leads to feed the sales funnel
- No easy way to qualify leads
- No way to effectively nurture leads
- Big gaps in follow-up from the sales team
- Can't see where the leaks in the pipeline are
- Don't know which tactics are driving revenue



# The Marketing Solution

## Sail through those roadblocks:

- **Fill your sales funnel** by capturing leads with great content gated by dynamic forms.
- **Identify highly interested and sales-ready leads** with lead scoring.
- **Develop leads that aren't sales-ready** by automatically putting them on nurturing campaigns.
- **Instantly notify salespeople** about leads that are ready to buy.
- **See exactly when leads fall out** of your pipeline and take action.
- **Know which tactics are driving revenue** with end-to-end ROI



# A Preview Of Marketing Automation

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Marketing Automation is a set of tools that let companies:

- **Generate more leads** by identifying anonymous web visitors and capturing them with forms, so your sales funnel stays full.
- **Increase number of qualified leads** by nurturing all leads with personalized content.
- **Drive more sales** by identifying sales-ready leads for the sales team, and helping them follow up as fast as possible.
- **Improve up-selling and cross-selling** by developing and retaining existing customers.
- **See comprehensive ROI for every marketing tactic** by tracking the entire sales process from end-to-end.

# Intuitive and Compatible Solution

- Integrates seamlessly with third party CRM and CMS solutions so you can keep using what you're using.
- Streamlined interface that's easy to learn and easy to use.
- Email creation tools that don't need any HTML knowledge.
- Simple to set up tasks and workflows.
- Automatically generate detailed reports with a click.



# Overview: Everything You Need



## VisitorID

Triple your leads by identifying anonymous traffic



## Sales Analytics

Enable your sales team with key insights about each lead



## Behavior Tracking

Understand your leads to create one-on-one communication



## Lead Scoring

Prioritize your pipeline and reach out to sales-ready leads



## Dynamic Forms

Capture more leads with forms designed to convert



## CRM Integration

Immediately plug your leads into your sales team's system



## Sales Notifications

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



## Email Automation

Send emails with triggers and build personal relationships with leads



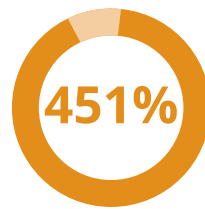
## Campaign Optimization

Eliminate waste and identify opportunities

# Custom Direct Brings Marketing Automated Solutions to Your Lead Generation Roadblocks

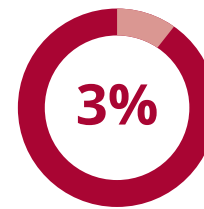


**MORE REVENUE  
FOR YOU**



Marketing automation drives a 451% increase in qualified leads for business.

**THE BEST  
COMMUNICATION TOOLS**



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

**ANALYTICS FOR  
OPTIMIZATION**



## GENERATE LEADS

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



## DRIVE SALES

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



## MEASURE ROI

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