

MARKETING AUTOMATION VS. CRM

It's not a question of either/or. You need both.

GENERATE MORE LEADS

CRM MA

- Import a CSV of leads
- Identify anonymous web traffic with VisitorID
- Build complete lead profiles using dynamic form fields
- Create powerful blogs and landing pages
- Qualify leads based on position in sales cycle
- Integrate with native or third-party forms
- Schedule email campaigns in advance

DRIVE SALES

CRM MA

- Score leads based on engagement and sales-readiness
- Gain valuable insights on leads' interests/attributes
- Receive automatic notifications when leads are sales-ready
- Automatically segment leads based on their behaviors
- Send targeted messages for one-on-one communication
- See a graphical timeline of a lead's interaction with your brand
- Personalize your email and web content automatically

PROVE ROI

CRM MA

- Record deals won and deals lost
- Gain visibility through detailed performance analytics
- Eliminate wasteful spending practices
- Monitor lead activity both online and off-line
- Get automatic results on ROI calculations