



Marketing Automation

Quick Reference Guide

Marketing automation gives you the power to drive more leads, convert leads to sales, and prove your marketing ROI. It enables personalized, one-to-one marketing. Here's just a sample of what's included:



Email Marketing & Automations

Trigger-based emails with personalized content for your leads



Dynamic Lists/Segmentation

Lists that automatically update as contacts meet the list's criteria



Campaign Tracking

View end-to-end conversion cost and revenue to see ROI of your marketing efforts



Lead Scoring

Prioritize your pipeline and reach out to sales-ready leads



Sales Notifications

Email or text sales team when leads indicate they are ready to buy



VisitorID

Triple your leads by identifying anonymous traffic



Dynamic Landing Pages & Forms

Drive traffic to targeted pages and transform them into leads with forms that auto-complete



Blogging with RSS Email Integration

Attract search engines with valuable content, manage and publish posts with ease



Gmail/Email Syncing

Email 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 best



Media Center

Manage, send, and track click-throughs for all of your marketing and sales materials



Behavior Tracking

Understand your leads to create one-on-one communication