

Net Atlantic for Salesforce

Save time, know more, get there first



AT A GLANCE

By making full use of salesforce.com's powerful CRM data, and smoothly integrating that data, Net Atlantic is able to help our clients gather lead information and send targeted communications that get results.

BENEFITS

- Leverage Data & Increase ROI**
 Send relevant, personalized emails to your customers and prospects. For example, you can personalize your emails based on Company Name, First Name, Last Name, Location, etc.
- Collect Lead information**
 Gather rich prospect profile and history data that you can glean valuable insights from to deliver higher conversions and revenue.
- Streamline the Sales Process**
 Reduce operating costs, give customers a better experience, and increase revenues.
- Transition Seamlessly**
 Custom field-mapping allows users to automate the bi-directional synchronization process between an existing "subscriber" field and a custom field created in the "contact" record for list segmentation and data merging.
- Gain Market Insight**
 Email campaign data (opens, clicks, bounces, unsubscribes, etc.) will go directly into the salesforce.com lead or contact record, so you can track the effectiveness of an email campaign in driving users to your website.

Help your sales team close more deals

Provide your sales team with detailed information about prospect interests and activities throughout the buying cycle, so they can respond with targeted communications to the right person at the right time. Your sales team gets the data it needs to manage leads and close deals.

By integrating your email marketing and CRM databases, your Sales & Marketing teams will get the following benefits:

- Marketing and sales can work from a single database of record that automatically updates with email marketing results
- A sales rep can see which email campaigns were sent, and how individual prospects responded
- A marketer can use sales fields to segment campaigns for more relevant messaging based on where prospects are in the sales cycle

About Net Atlantic:

Founded in 1995, Net Atlantic, Inc. is a global email service provider (ESP) offering email marketing solutions, branded reseller programs and dedicated email marketing servers. Net Atlantic's goal is to help businesses maximize ROI with email tools like A/B/N split testing, triggered and sequential mailings, custom surveys, spam analysis tools, open database connectivity, and salesforce.com CRM database integration.

For more information about Net Atlantic for Salesforce, visit <http://www.netatlantic.com/salesforce> or call an Account Executive at (877) 263-8285.