

**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.

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#### **EMAIL MARKETING & AUTOMATIONS**

Trigger-based emails with personalized content for your leads



#### **CAMPAIGN TRACKING**

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



#### **SALES NOTIFICATIONS**

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



#### **DYNAMIC LANDING PAGES & FORMS**

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



#### **EMAIL SYNCING**

Email sent and received from IMAP clients show up in right leads' histories



#### **MEDIA CENTER**

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



#### **DYNAMIC LISTS/SEGMENTATION**

Lists that automatically update as contacts meet the lists' criteria



#### **LEAD SCORING**

Prioritize your pipeline and reach out to sales-ready leads



#### **VISITOR ID**

Triple your leads by identifying anonymous traffic



#### **BLOGGING WITH RSS EMAIL INTEGRATION**

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



#### **A/B TESTING**

Test emails head-to-head to see exactly what works best



#### **BEHAVIOR TRACKING**

Understand your leads to create one-on-one communication