

ExactTarget - Salesforce Integration

ExactTarget®

Marketing Automation Made Easy

Integrating your digital marketing campaigns with your Salesforce data just makes good business sense. You've invested countless hours managing your data — and ExactTarget has the knowledge and expertise to help you get the most out of that investment.

With the ExactTarget - Salesforce Integration, you can harness the power of our industry-leading email marketing software, gather key prospect data automatically from the web, and automate once-manual sales and marketing processes. No matter what your marketing challenges might be, our flexible integration offers you an array of solutions to help meet your individual needs.

The ExactTarget Difference: Capture, Qualify, Communicate

Interact with your prospects like never before with seamless marketing automation. ExactTarget provides the tools for you to gather relevant prospect data, effectively measure your engagement, and respond with timely, personalised communications.

Capture.

ExactTarget's Smart Capture feature lets you collect customer and prospect information directly to Salesforce so you can take immediate, automated action with no HTML knowledge required.

Qualify.

Use behavioural data to help drive qualified leads directly through your sales funnel as efficiently as possible.

Communicate.

Our unique Data Aggregation functionality lets you combine disparate prospect and customer data in a single location to more effectively administer one-to-one communications.

A Multifaceted Solution

ExactTarget's integration with Salesforce is available in three unique solutions, so you can be sure to find one that exactly matches your needs. Whether you're a small start-up, a franchised organisation, or a sophisticated global entity, ExactTarget and Salesforce can help you become a more efficient and more effective marketer.

ExactTarget: Email Marketing.

No matter what business you're in, a solid email marketing plan is critical to your success. The integration of Salesforce's data management tools with ExactTarget's powerful send engine and email creation tools lets you deliver high-impact customer and prospect communications. Increase your bottom line with effective, timely, relevant — and unlimited — email communications.

ExactTarget: Distributed Organisation.

Whether your sales reps are in-house or on the road, consistent corporate messaging is a necessary tool in their sales arsenals. Coordinate your sales and marketing efforts to ensure your messaging is brand compliant. Our real-time tracking results let you evaluate campaign statistics so you can adjust your marketing efforts accordingly.

Individual Email Result Detail		Edit	Delete	Clone
Email Name	Hiking Education Series Initial Announcement			
From Name	Scott Thomas			
From Address	northerntrails@gmail.com			
Subject Line	%%FirstName%%, NorthernTrail Outfitters is Ready to Take You Hiking			
Date Sent	7/15/2008 3:48 PM			
Opened	✓			
Delivery Statistics				
Date Opened	7/15/2008 3:51 PM			
Number of Total Clicks	0			
Number of Unique Clicks	0			
Individual Result Actions				
View Sent Email				
Link Details				
New Link Detail				
No records to display				

360 Degree View

Monitor real-time tracking of email result details within Salesforce to evaluate subscriber activity.

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ExactTarget: Advanced Marketing Automation.

You've probably heard the term "set it and forget it." But have you ever seen it in action? You can now. Configure your marketing processes once, then sit back and watch the magic happen. From prospect capture to close, the ExactTarget - Salesforce integration gives you the power to automate your marketing processes for maximum efficiency and message consistency.

ExactTarget - Salesforce Integration Highlights

With all the ExactTarget - Salesforce integration solutions, you'll benefit from a wide variety of digital marketing features.

No Sending Limits.

Send a mass email in record time to a Campaign or Report, regardless of the number of Leads or Contacts. With ExactTarget, your email send potential is virtually unlimited.

Reinforce Local Sales Relationships.

Empower your sales team by managing and sending brand compliant emails on behalf of your Lead, Contact, and Account owners. Marketing creates the content, personalises the email to reflect the local sales rep and sends the email; the From Name and From email Address are that of the Lead, Contact or Account owner.

View Real-Time Tracking Results.

Real-time tracking statistics make it easy for your sales reps to immediately act upon your marketing initiatives. Open, bounce, and click-through data is available at both an individual Lead and Contact level as well as an aggregate level. These results can then be integrated into Reports and Dashboards to evaluate and analyse the effectiveness of your Campaigns.

Smart Capture Landing Page Functionality.

ExactTarget's Smart Capture feature lets marketers gather online information that automatically generates new Leads. Using ExactTarget's Landing Page functionality in conjunction with Smart Capture enables a seamless redirect of data to your Salesforce account — without the need for IT involvement.

The Bottom Line

Effective marketing automation and data aggregation let you remove manual processes from your prospecting activities, saving you valuable time and resources. ExactTarget helps you attain maximum marketing efficiency and message consistency with a powerful, seamless Salesforce integration.

Learn more at www.exacttarget.co.uk or visit www.appexchange.com.

A One-to-One Communications Pro.

ExactTarget provides the tools for you to gather relevant prospect data, effectively measure your engagement, and respond with timely, personalised communications.