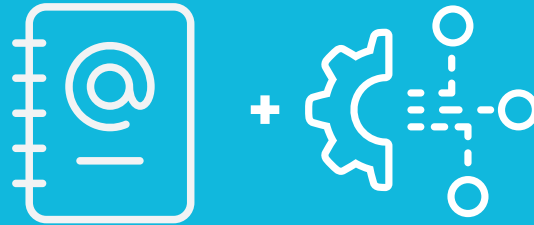


# 5 Benefits of CRM + marketing automation together



1.

## Gain a holistic view of each customer relationship.

See real-time results from marketing campaigns within customer records to gain a deeper understanding, as both sales and marketing interactions are tracked together in one place.



## Keep your lists and data in sync at all times.

With integrated CRM and Marketing Automation, you'll never have to worry about information being out of sync across two different platforms again.

2.

3.

## Turn marketing engagement into sales action.

Trigger rapid follow-up on hot leads based on conditions you define, rather than lose time exporting and importing lists, letting opportunities pass you by.

4.

## Grow your prospect pool by directly capturing leads.

Deploy lead capture forms on your web site and landing pages and instantly create new prospect records in your database – primed and ready for automatically scheduled follow-up actions or nurture campaigns.

5.

## Reduced burden, increased convenience.

Managing multiple software solutions can be expensive, complicated, and time-consuming. Integrated CRM and Marketing Automation streamlines your workday, reduces management burden, and lowers learning hurdles

