

A complete direct mail solution designed for sales teams using Salesforce.com

Assistants screen calls, voice messages go unreturned, and emails get deleted. No wonder sales reps cite prospecting as their number one challenge.

Marketsync gives sales reps a killer prospecting solution that helps them connect with decision makers 30%+ of the time. Our direct mail solution is designed specifically for sales teams using Salesforce.com. Everything is personalized and shipped on-demand. Plus we automate follow up emails and calls to ensure thorough follow up to every prospect – without reps having to lift a finger.

Companies like ExactTarget and Marketo have standardized on Marketsync. These industry leading email marketing and marketing automation companies understand the role direct mail plays in their qualification and prospecting processes – and they’re seeing the results in their bottom line!

A complete direct mail solution designed for sales teams using Salesforce.com



Timely, personalized direct mail

- Printed on-demand as needed with same day shipment
- Differentiated packaging for maximum impact
- All printing, assembly and printing



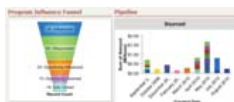
Built right into Salesforce

- Easy for reps to learn and use
- Just 2 clicks to send a package
- All data is in one place – no importing or exporting



Full automation & workflow

- Create an end-to-end prospecting program
- Automate pre and post package emails and follow up tasks
- Synchronize around real-time package delivery



Executive visibility & measurement

- Monitor prospecting efforts and results
- Know what works – track prospecting KPIs
- Optimize programs and create your prospecting machine

How It Works

Marketsync is a plug-in for salesforce.com available on the AppExchange. Reps do everything within Salesforce and we handle all printing, assembly and shipping. Everything is tracked right back into Salesforce.



“I love this tool and use it everyday!”

Selena Kneivel
Sr. Premier Service
Egencia

“We get through to ‘C-level’ prospects early with Marketsync.”

Jon Miller
Vice President Marketing
Marketo

“We see larger deals and faster close rates with Marketsync.”

D Wayne Poole
VP Sales Operations
ExactTarget

10 Ways Marketsync Drives Revenue

- 1 Get more executive conversations**
Reach decision makers quickly
- 2 Shorter sales cycles**
Engage higher in the company from the beginning
- 3 Larger deals**
Increase your average selling price (ASP)
- 4 Higher quality funnels**
Confirm BANT early in the sales cycle
- 5 Increases prospecting activity**
Make it easy and reps will prospect more
- 6 Makes prospecting better**
Reps get better results and get more deals
- 7 Pursue and qualify every lead**
Engage with the leads you get from marketing
- 8 Full brand control**
Know your reps are always on message
- 9 Monitor, measure and analyze**
Monitor prospecting and your results
- 10 Create a prospecting machine**
Create repeatable prospecting programs