



Contact: Doug Ebstyn
Marketsync
(425) 814-3900
doug@marketsync.com

Marketsync Winter Release '10 Features Tight Email Integration with ExactTarget

The first multi-channel correspondence solution for Salesforce.com users makes it easy to send personalized emails, letters or packages with just a few clicks.

KIRKLAND, WA – FEBRUARY 8, 2010 – Marketsync, the leading provider of multi-channel prospect and customer correspondence solutions for Salesforce CRM, today announced the immediate availability of its Winter 2010 release. The latest release of Marketsync features advanced email capabilities powered by ExactTarget, the leading provider of on-demand email and one-to-one marketing solutions. Marketsync is an on-demand service for sales people using salesforce.com that improves response rates from targeted decision makers tenfold through an intelligent, automated process that coordinates direct mail, email and voice communications.

“We are excited by Marketsync’s integration with ExactTarget because our own organization is already leveraging the power of Marketsync for our marketing and selling efforts,” said Scott Roth, Director of Integrated Partners, ExactTarget. “The Marketsync and ExactTarget integration, certified by ExactTarget’s Extensions Network, delivers a best-of-breed solution for sales and marketing teams that want to maximize the impact of their sales communications.”

“Armed with Marketsync, sales reps can rapidly engage qualified buyers and work larger funnels, shortening the sales cycle and generating more revenue,” said Doug Ebstyn, Chairman and CEO of Marketsync. “With Marketsync a user can effortlessly send approved sales correspondence to any prospect, using the most effective channel, or channels, to reach a decision maker.”

Companies including Bank of Oklahoma, Egencia, ExactTarget, Kadiant and Sirva have generated more pipeline, increased deal sizes, and shortened sales cycles using Marketsync.



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Marketsync Winter 2010 includes the following innovations:

- **ExactTarget Integration** – Marketsync users now have integrated access to the ExactTarget’s industry leading email engine; ensuring deliverability, tracking, robustness and message fidelity of their sales communications. Marketers using the integration can join the more than 1,000 ExactTarget clients using the over 50 integrated partnerships available through the ExactTarget Extensions Network to increase their email marketing effectiveness. Current ExactTarget customers will have seamless integration with their existing platform.
- **Multi-Channel Capabilities** – Using Marketsync, approved sales communications can now be sent by physical or electronic (email) delivery, from within the same familiar salesforce.com user interface. Marketsync communication templates can be used for both email and direct mail to insure professional and consistent messaging.
- **Advanced Communication Strategies** –Sales and marketing teams can now create and execute integrated sales programs and campaigns, with coordinated direct mail, email, and phone outreach managed within a single solution. Real-time delivery tracking integrated with salesforce.com workflows drives precise scheduled or automatic communication follow-up on every lead.
- **Address Validation & Full Email Tracking** – Marketsync extends its current physical address validation to include email, identifying “unsubscribe” lists and known invalid email addresses. Additionally, messages are monitored until opened, and all delivery events including bounces, opens, and clicks (on embedded links) are captured and recorded in salesforce.com. Opening of an email can trigger workflows in salesforce.com to drive precise follow up.

About Marketsync

Marketsync is the only cloud-computing company that makes it easy for Salesforce CRM users to send personalized communications with any combination of emails, letters, packages, collateral, or print-on-demand materials with just a few clicks. With Marketsync, companies can completely transform sales prospecting by reaching decision makers earlier in the sales cycle with accurate, high-impact messages. Users can add multi-channel correspondence to any sales, service or marketing program—making it richer and more effective. Force.com developers can also easily add Marketsync to any Force.com application for a more robust solution. [Customers](#) like ExactTarget, Kadient, Bank of Oklahoma, Egencia, Sirva, and others transform their sales prospecting and correspondence to cut through the clutter and reach decision makers quickly. For more information, visit www.marketsync.com or call **425-814-3900**.

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