



Presented by
DEMANDGEN REPORT

10 Must-See Solution Providers At Dreamforce

The Salesforce.com annual **Dreamforce** conference will host more than 275 companies participating in the Cloud Expo August 30-September 2, 2011 in San Francisco, CA. The Expo will showcase applications and solutions designed to streamline key sales and marketing operations to foster greater customer dialogue and alignment around the revenue pipeline.

To highlight some of the new innovations that will be featured in the sales and marketing automation sector, DemandGen Report has compiled the **All Star Apps Report**, a profile of 10 must-see solution providers at the Dreamforce Cloud Expo. All of the solutions featured tout proven integration with the Salesforce.com platform and are readily available or scheduled for release in early 2012. Each profile includes highlights of the solution, relevant industry validation and/or AppExchange reviews, point of contact information and a booth location to help our readers navigate through the show floor.

The Top 10 Must-See Solution Providers at Dreamforce 2011 include technologies and tools designed to leverage the cloud and provide:

- Market-driven analytics;
- Real-time visibility into sales productivity;
- Efficient email and social media marketing management;
- Multichannel campaign improvement;
- Results-driven telemarketing; and
- Service interaction improvement.



10 Must-See Solution Providers At Dreamforce

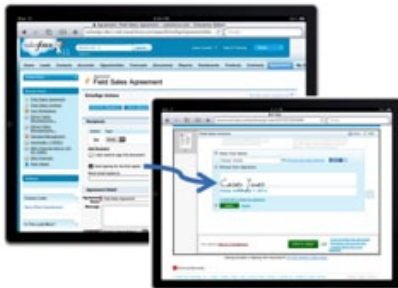
Adobe EchoSign

Adobe EchoSign for Salesforce.com, winner of the Appex Best of 2008-2010 Awards and the number-one rated e-signature application, delivers complete signature automation for organizations including Citrix, Delta, BT, Eloqua, Groupon, Rackspace, Taleo, Time Warner Cable, TransUnion and more.

Adobe EchoSign's **signature automation tool** enables organizations to send contracts for a legally binding e-signature directly from Salesforce.com, view real-time contract history and auto-associate, and save esigned contracts with the opportunity or contact.

The tool enables organizations to:

- e-sign on a mobile device (Blackberry, Android, iPad, iPhone);
- Track deals in real-time across sales, legal & finance;
- Collaborate and get updates with Chatter; and
- Merge Salesforce.com data into agreements and save data collected from signers back to SFDC.



Adobe EchoSign's e-signature tool is the only 100% legal solution to e-sign in English, Spanish, French, German, Chinese, Japanese and more than 30 other languages.

Groupon Exchanges Travel Time for Selling Time

Launched in November 2008, Groupon features a daily deal on the best stuff to do, see, eat and buy in a variety of cities across the U.S., Canada, Europe, South America, China and Russia.

"Simply put, our sales reps were spending too much time getting our partner contracts negotiated and signed," said Ash Mahmud, Head of CRM UK/IRE, Groupon UK. "As our reps were getting the contracts signed in person, and this led to delays." On average the reps were spending **20-25%** of their time on the road and scanning the document into Salesforce.com. In addition, sometimes the contract was difficult to read and resulted in customer service issues. Groupon tapped Adobe EchoSign in July 2010. Currently the sales reps using Adobe EchoSign are experiencing an average time to sign of just under three hours. "Adobe EchoSign has saved our reps a lot of travel time that can be used for selling. In addition, Adobe EchoSign gives us a lot of data for our management team," Mahmud said.



AppExchange Review

"Adobe EchoSign has made our contract administration process so much faster and easier to manage. Before we had to scan contracts and manually upload them into our database. This was a very time-consuming process because contracts were uploaded before they were countersigned by our organization. We did this to start the implementation process for the customer without having to wait for an executive to manually sign each contract. Eventually, when the contract was countersigned, we uploaded another copy to replace the first copy. Overtime, unexecuted contracts piled up and eventually it would take days, not hours, to upload and replace those documents. With Adobe EchoSign, the process is more streamlined. Now we can send the contract to the customer electronically and receive the signed copy without lifting a finger. Executives can sign with clicks and the fully executed contract is automatically sent to all parties involved with the contract. We've even developed workflow to send copies to our partners, automating another step in our process. Overall, we're very happy with Adobe EchoSign and look forward to continue using it in the future."

ADOBE® ECHOSIGN®

Contact: Loretta Jones,
VP Marketing, EchoSign
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Email: ljones@adobe.com
Dreamforce Booth #1208

10 Must-See Solution Providers At Dreamforce

Aprimo Unifies Demand Gen & Marketing Ops To Maximize Metrics

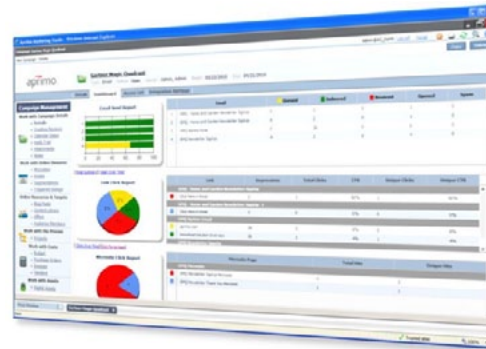
Aprimo's easy-to-use software enables BtoB marketers to find opportunities to reach new markets, create true customer dialogue and deliver proven metrics in a rapidly shifting marketing landscape. Aprimo's **Integrated Marketing Management** (IMM) connects the marketing department by combining Demand Generation and Marketing Operations into a single, unified force. IMM more effectively measures campaign effectiveness by integrating lead and campaign management, and all other marketing activities and channels. IMM enables efficient use — and re-use — of resources and assets, including proven workflows and processes.

Aprimo offers modules such as robust lead management, campaign management and spend management to provide closed loop marketing ROI.

Aprimo's modular software enables marketers to:

- Generate and deliver qualified sales leads;
- Incorporate online and offline marketing activities into true integrated campaigns; and
- Understand and adapt to new media channels and customer trends, such as social media.

Tight integration across all parts of the marketing department and a built-in integration to Salesforce.com Automation helps to ensure effective projects, in line with organizational goals, and a closed-loop flow of data. In addition, it's imperative that the value as measured by revenue be considered in light of costs. Without ready access to the actual marketing cost, companies will be measuring "Return," and not "Return on Investment." It's an important distinction — because marketers need to use accurate ROI to assess ideas and plans before moving into the campaign cycle all over again.



Unifying Processes & Reporting

"As BtoB marketing organizations mature, the importance of tracking, integrating and reporting operations data as part of their overall efforts grows. Marketers may clearly understand the core benefits of Marketing Automation Platforms (MAPs) when it comes to campaign and lead management; however, they must also clearly link their activities to the rest of the organization to demonstrate impact. While adding on other applications to the MAP ranging from MRM and analytics is one way to go, potential integration woes can be avoided by consolidating with a single vendor. Aprimo should be on your consideration list if yours is a distributed marketing organization that needs to integrate multiple marketing data sources as well as to promote uniform marketing processes and reporting across the field."

- SiriusDecisions Vendor Profile

Kodak Pursues Prospect Behavior Via Aprimo Lead Management

Kodak's Graphic Communications, a unit of Eastman Kodak Company, provides commercial printers, packaging printers, publishers, data printers and enterprises with a broad portfolio of technologies, products and services.

Although Kodak's lead generation efforts reached large audiences, the quality of leads was underwhelming and ROI was unacceptable. Before addressing its lead scoring and nurturing deficiencies, Kodak described its process as "blindly throwing leads over the wall." To deliver tightly integrated campaigns that mirrored the prospects' changing behavior and needs throughout the sale cycle, the company implemented Aprimo's Lead Management solution, Aprimo Marketing Studio. The company noted a **216% improvement in open rates** over prior campaigns and a **550% improvement in click-thru rates** over prior campaigns. Kodak used analytics to understand the reason for its success and measured success of integrated campaigns against the number of closed leads to get a directed sense of return on marketing investment (ROMI).

aprimo.
Integrated Marketing Software

Access Aprimo's web site
www.aprimo.com
and Click Learn More on the
"View Demo" page
Phone: 317-814-6465
Email: Info@aprimo.com
Dreamforce Booth #142

10 Must-See Solution Providers At Dreamforce

Genius Streamlines Prospect Follow Up With Real-Time Alerts

As the number one customer-rated app for Marketing Automation and Demand Generation on the AppExchange, Genius is a complete email, search, social media and database marketing solution, designed to help marketers identify, nurture and score prospects, based not only on who they are, but how they interact with a web site over time. Most importantly, when prospects exhibit interest, the **Genius tool** can alert the sales team in real time, so they can follow up in a timely manner, armed with relevant, actionable information. Genius has added more than 2,000 new customer organizations in the first half of 2011.

The Genius App enables users to:

- Reach More Prospects. With Genius, email marketing messages are delivered; blog and tweets are tracked; all leading to a larger pipeline and more conversions;
- Deliver More Opportunities. Elegant drag and drop marketing automation workflow creation make lead nurturing a snap, resulting in more qualified opportunities for sales; and
- Respond in real time. As prospects exhibit buy-ready behavior, the Genius real-time platform immediately alerts sales via the Genius Tracker, text message, email and even Chatter for right-time follow up.

Genius solutions are fully integrated with Salesforce.com, so users can take advantage of Genius' unique email marketing and lead management capabilities within Salesforce.com. Salesforce.com users can instantly see Genius activity results within each lead and contact record.

Genius is the only truly free application of this sort on the AppExchange. And because no complex implementation or web site tagging is necessary, It's simple to get started. To access a free account visit www.genius.com/free.

Maximizing Automation Capabilities

Genius recently launched its Chatter App, which extends the functionality of Genius' capabilities, including the addition of social media tracking technology and Genius URLs (gURLs) to Salesforce.com users, allowing them to instantly see the revenue impact of social media campaigns.

With the Genius for Chatter release, Genius adds the following marketing automation features and enhancements:

- One-click Chatter follow within the Force.com Tracker;
- Real-time updates to Chatter feeds;
- Integrated view of a record's Chatter feed;
- Complete view of any record's Chatter feed, Salesforce.com CRM activity history and Genius event history;
- See real-time updates to contact/lead/account/opportunity records;
- Filter Chatter feed by lead score range, instantly see who is hot or approaching "sales ready;" and
- The option to view all records or filter by those currently followed.



Contact: Even Walser,
Director Corporate Sales
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Dreamforce Booth #202

AppExchange Praise

"My dream come true! Not an exaggeration! I'm new to marketing automation. No need to sit for HOURS manually updating the database with new leads or campaign responders. This is the software that has all the tools I need to run marketing email campaigns, track responses, run drip email campaigns, score my leads and provide me with insight into leads. It has it all — GREAT support and training! I'm so happy."

10 Must-See Solution Providers At Dreamforce

Glance Networks Improves Sales & Service Interactions With Screen-Sharing Technology

Glance Networks provides **instant screen-sharing technology** that's integrated with popular customer-facing applications to help companies measurably improve sales and service interactions while providing real-time reports regarding the impact those sessions have on revenue and customer retention.

With Glance for Salesforce.com, designed for Sales and Service Cloud deployments, reps can launch collaborative screen-sharing sessions simply by clicking an icon appearing on any Salesforce.com lead, account, opportunity, contact, campaign or case object.

This integration automatically tracks and stores all session activity, enabling real-time dashboards and accurate reporting for managers overseeing both Sales and Service Cloud environments.

Glance is featured in the Bluewolf booth (#701) this year; where the Chief Customer Officer from Reed Construction Data will explain how the company's deployment of the application resulted in a 66% surge in demonstrations and corresponding 40% increase in closure rates.



AppExchange Praise

Developed as an alternative to traditional web conferencing tools, which are typically slow to connect and difficult to integrate with other applications, Glance is architected for today's socially-fueled, mobile organizations. Glance for Salesforce.com (including Chatter integration) is available on the AppExchange today. Here's some recent praise:

"Excellent Product and Superior Support"

"We integrated Glance as a Salesforce.com app during a massive efficiency improvement initiative we embarked on for 2011 seeking to centralize customer data, increase sales/marketing automation activities and ultimately generate more meaningful and actionable reporting.

Aside from its useful feature-set, key points of value for me include:

1. During installation and training they were more pro-active and hands on than most companies I have dealt with especially as it pertains to Salesforce.com installations which greatly reduced the risk and delays involved in deploying a new tool
 2. I was able to broaden my organization's workflows and productivity measures to accommodate the new Glance data and incorporate it into our KPI Dashboards, Marketing Automation Processes etc. with little difficulty
 3. It has been perfectly stable for the entire 4 months that we have been using it. In fact, I have not had to field any questions from my sales team about it since we launched
- Bottom line: I feel it is easy to install, it added little to no additional operational administrative burden to my team and it delivered useful new insight into sales productivity and customer behavior.

I have no reservations recommending this product" – Brooke Mohnkern, RatePoint



Glance For Chatter Improves Team Selling, Awareness and Services Communication

Glance Networks recently launched Glance for Chatter, a new add-on to Glance for Salesforce.com that automatically alerts users via Chatter whenever collaborative selling and support sessions happen with people, prospects or customers they follow.

Included within the notification is a link to the session in progress; Chatter users on any computer or mobile device can simply click on the link and instantly join the session.

Companies looking to facilitate swift communication among team members can benefit from Glance for Chatter and its ability to inform the right people at the right time that an event they need to know about, or be part of, is taking place.

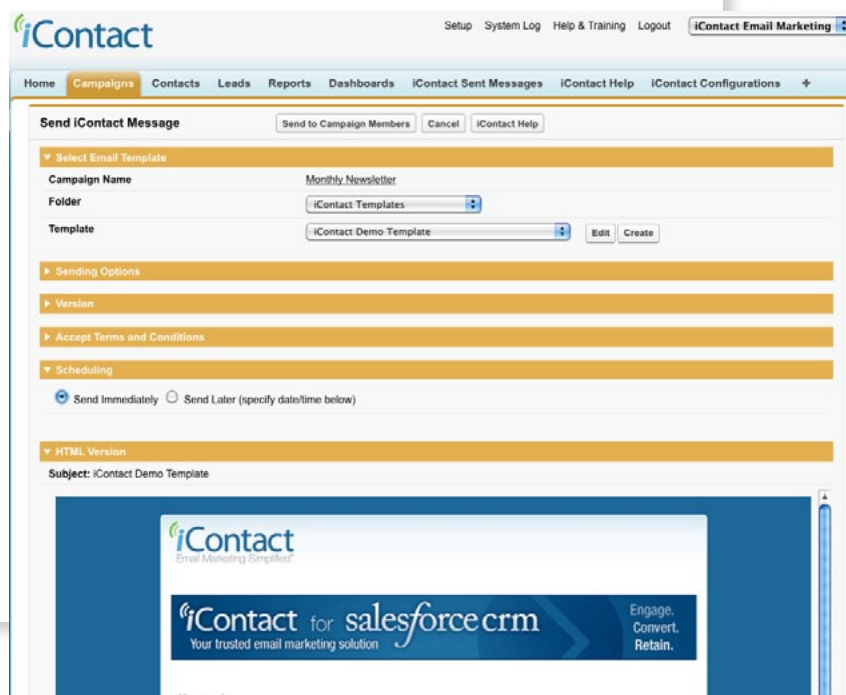
Contact: Mike Walsh,
Sales Director
Phone: 617.834.4454 (Mobile):
Email: mwals@glance.net
Dreamforce Booth #701

10 Must-See Solution Providers At Dreamforce

iContact

iContact enables small to mid-sized businesses to effectively develop and maximize customer relationships using email marketing and social media marketing. More than 700,000 users worldwide have trusted the **iContact solution**. By offering the right features, an intuitive interface, and an unmatched level of personal support, iContact helps customers get successful results. Named the 2010 Customer Choice Award winner for Mass Email Solution, iContact for Salesforce.com provides efficient email marketing tools directly accessible within Salesforce.com.

- Reach your Salesforce.com contacts and leads with powerful email campaigns;
- Improve your ROI by making sure your email messages reach inboxes;
- Target contacts and leads with personalized follow-up messages; and
- Improve the effectiveness of your email marketing through reporting and tracking dashboards.



E-mail Marketing Gets Results

Email marketing is one of the most profitable ways to engage your contacts and leads.

Did you know that it returns more than \$40 for every marketing dollar spent? (DMA The Power of Direct Marketing) That's two to three times the return from search advertising and direct mail.

iContact for Salesforce.com connects powerful email marketing with the CRM tools you already know and love. So when you use iContact for Salesforce.com—a 2010 AppExchange Customer Choice Award Winner—you manage your contacts and grow your business with email, all from the same familiar place.



AppExchange Review:

"iContact for Salesforce.com integrates tightly with the native email and campaign functionality. It's allowed us to be more strategic in our thinking and in our execution of our marketing objectives. The customer support has been tremendous and is a great plus when you have questions. There is a small learning curve with using all of the features of the app, but basic functionality is quick to grasp and pretty intuitive. Finding out about all that iContact has to offer takes some time, but is made easy by the online help and video tutorials (not to mention the customer support team). The price is comparable to other third-party email marketing apps and far below the fees charged by larger 'marketing' apps. However, you get so much more for your money with iContact."

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Dreamforce Booth #1220

10 Must-See Solution Providers At Dreamforce

NetProspex: Clone Your Best Customers

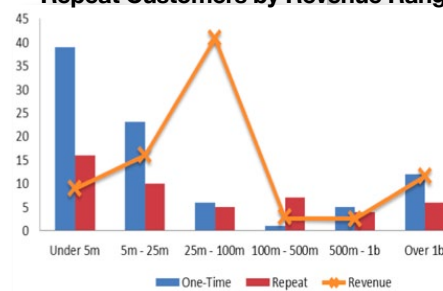
Data quality is the starting point of every successful BtoB marketing initiative. When NetProspex launched CleneStep™, its proprietary verification process for ensuring the accuracy of 20+ million records in its crowd-sourced database of BtoB contacts – marketers from organizations including HP, Microsoft and ADP flocked to the service. But once you have partnered with a high-octane data supplier like NetProspex, the next question is where should you focus your prospecting efforts?

One of the hardest problems in BtoB lead generation is targeting. Marketers only have limited budgets and many struggle to identify the prospects most likely to convert. In fact, most marketers are doing little more than guessing, though, when buying lists for prospecting. How can they learn for certain which market segments are most likely to buy? One way is to literally clone your best customers via NetProspex, which combines innovative technology services with an enormous and accurate, crowd-sourced business contact database.

Send NetProspex a file of your customers and they will deliver a sophisticated analysis revealing the business DNA of your best customers. By contrasting these two universes and revealing how they are distributed across industries, geographies, ranges of size and revenue, and even by job function, this service will show where your marketing efforts are meeting with success and where you are wasting your marketing dollars.

Understanding the deep-seated profile of those who do convert and produce the most profitable revenue streams multiplies the effectiveness of every marketing dollar. NetProspex can use the profile of your best customers to create a custom list of potential customers who share the same DNA as your current customers. What better prospects could there be than businesses and decision-makers who have the same DNA as your existing customers?

Repeat Customers by Revenue Range

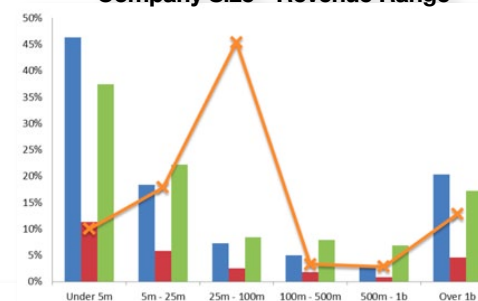


Taking Targeting To The Next Level

As marketers have to tighten their belts and do more with less, innovative solutions like NetProspex's customer analysis and cloning service make every campaign more cost-effective by enabling marketers to target only those prospects most likely to become customers.

And as ESPs and Marketing Automation vendors become stricter about bounce rates and overall volumes, marketers must seek the highest-quality, most targeted sources for their prospecting efforts. NetProspex provides both the high-accuracy data and now the ability to identify the most responsive market segments for targeting, reducing bounce rates, and improving response and conversion rates at the same time.

Company Size - Revenue Range



Enhancing Data Quality



Pete Gracey from AG SalesWorks partnered with NetProspex to create a prospecting list for a major high-tech client based on a customer profile developed by NetProspex. "Data quality is incredibly important because there is a huge cost associated with a bad contact," Gracey said. "If you have a salesperson calling into a bad contact, it can cost you as much as \$5 per record. Conversely, when you partner with an organization like NetProspex with that incredibly accurate, high quality data coming into your teleprospecting pool, you can spend as little as 50 cents per contact. The cost savings, the quality, the productivity increases that NetProspex gives our organization provides tremendous value to me internally, but most importantly provides substantial ROI to our clients."

For more on how AG SalesWorks uses NetProspex, check out this video testimonial: <http://www.netprospex.com/np/customers>

Contact: Michael Bird,
Chief Revenue Officer
Phone: 781-906-0437

Email: mbird@netprospex.com
Contact Michael directly to schedule a meeting or visit him in the Genius Lab on Wed. August 31 from 3:00 - 4:30pm or Thurs. September 1 from 2:00 - 3:30pm.

10 Must-See Solution Providers At Dreamforce

Qvidian Provides Situational Coaching To Increase Sales Results

Qvidian **Sales Playbooks and Analytics** provide real-time visibility into what your best salespeople are doing to advance and win deals. With Qvidian's interactive Sales Playbooks, you can ensure everyone on your team has what they need to sell — when and where they need it.

Sales Playbooks are made up of situation-specific content, messages and tools — all accessible where your representatives are working their deals — in Salesforce.com.

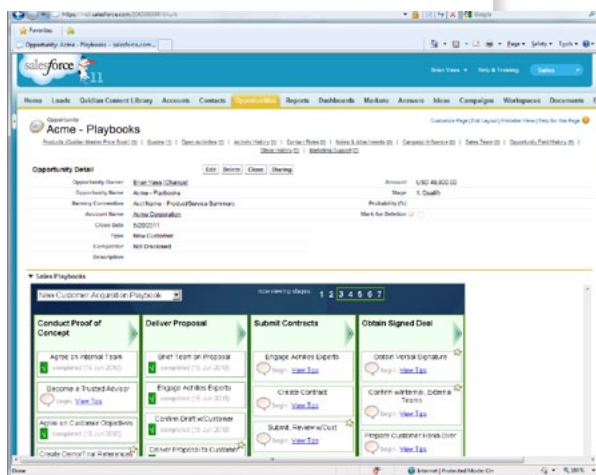
With Qvidian's Sales Playbooks, organizations can:

- Reinforce sales methodology and ramp up new reps at a faster pace;
- Provide situational “coaching” to help reps advance deals;
- Serve up the right content and collateral for every sales situation; and
- Improve forecast accuracy and increase win rates.

With Qvidian's Sales Playbooks' Analytics organizations will:

- Discover what the best sales performers are doing in winning sales engagements;
- Identify activities and content that advance an opportunity to close;
- Identify and eliminate choke points in the sales cycle; and
- Uncover whether deals are over- or understated based on activities completed.

More than 1,200 companies utilize Qvidian's sales effectiveness platform. Watch this [video](#) to learn how your team can use Sales Playbooks & Analytics to win more business.



Sales Playbooks Deliver Quick-Changing Messaging & Sales Tactics

Necessity is the mother of invention and “sales playbooks” are case in point. Born decades ago from the need to identify key steps, messaging and collateral to use in a successful sales process — and provide instruction on when to use each — playbooks are genius in theory but difficult in practice. With rapid changing markets comes rapid changing messaging and sales tactics. Maintaining playbooks that are printed on paper and housed in 3-ring binders is not manageable and results in invaluable insight sitting on a shelf unused.

Qvidian brings the “genius” back to playbooks. Qvidian's Sales Playbooks allow sales and marketing teams to respond to market changes in a dynamic, interactive format while providing reps access to winning sales plays and situational coaching — right where they're working their deals everyday — Salesforce.com. Watch it in action [here](#).

AppExchange 5-Star Rating and Praise

“[Qvidian] really helps make sure sales people have the knowledge and coaching they need, at the right time, for each opportunity.”

“Qvidian's Sales Playbooks app is a great way to reinforce our sales process and push content to reps within Salesforce.com. We designed different Playbooks to align with different selling scenarios. Feedback from our reps has been positive because they don't need to search for PowerPoint slides, marketing collateral, etc...Our sales managers like the data they get from the analytics dashboards.”

“Qvidian Playbooks are the Peyton Manning of apps!”

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Phone: 978-703-7640
Email: larry.diloreto@qvidian.com
Dreamforce Booth #1426



10 Must-See Solution Providers At Dreamforce

ReachForce Delivers Fuel for High Performance Marketing



Austin-based ReachForce wants to know what's in your marketing engine. Actually, they really want *you* to know what's in there, and are pulling into Dreamforce with a powerful new application to help you find out. ReachForce customers are often surprised to see the kind of fuel their marketing engine runs on.

ReachForce DataDiagnostic™ works automatically with Salesforce.com and combines the powerful technology that ReachForce customers like Eloqua, Taleo, nCircle, Dassault Systems and others have relied on for high performance marketing.

Scheduled for release on the AppExchange this fall, the ReachForce DataDiagnostic makes its first appearance at Dreamforce 2011 and show attendees are invited to get a first look by visiting **Booth 1523**. While you're there, you can sign up for a free comprehensive DataDiagnostic of your Salesforce.com records.

ReachForce DataDiagnostic provides a unique blend of data coverage with powerful technology to identify duplicate, incomplete, or inaccurate company records, score email deliverability, assess critical gaps in your database, and more. The result is higher conversion rates, more effective lead nurturing campaigns, the ability to employ powerful segmentation and targeting approaches, and an alignment of sales and marketing around the revenue pipeline.

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White Space Analysis on Input Data Provided and Data Output

Last Input: 2/10/11

Input Data		Output Data			
2050	Company Name	88.34%	2495	Company Name	82.24%
2463	Email Address	91.00%	2463	Email Address	91.00%
-	Street Address	0.00%	2469	Street Address	92.01%
-	City	0.00%	2495	City	92.24%
-	State	0.00%	2495	State	92.24%
-	Country	0.00%	2495	Country	92.24%
2490	Zip/Postal Code	87.58%	2495	Zip/Postal Code	87.54%
2571	Phone	86.74%	2495	Phone	82.24%
-	Website	0.00%	1487	Website	54.97%
-	SIC Code	0.00%	2495	SIC Code	92.24%
-	NACIS Code	0.00%	2495	NACIS Code	92.24%
-	Revenue	0.00%	2495	Revenue	92.24%
-	Employee Count	0.00%	2495	Employee Count	92.24%

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Find out what fuel you have in your marketing engine. ReachForce DataDiagnostic provides comprehensive information for your Salesforce.com leads.

Driving Revenue Return Via Account Analysis & Assessment

The best messaging, graphics, and email drip campaigns won't work if they're sent to the wrong company. This new solution from ReachForce offers marketers a complete account data analysis and assessment that includes diagnostics, reporting, standardization and de-duping at the company record level.

Built for marketers with an unrelenting focus on revenue growth, ReachForce provides fuel for high-performance marketing to BtoB businesses. ReachForce customers report a revenue return up to **3.5 times** their inbound, outbound and marketing lead database investments. Visit www.reachforce.com or follow us on Twitter @ReachForce to learn more.

Enter to Win an All-Inclusive Trip to Formula 1 2012

ReachForce invites you to Austin, Texas – the home of world-class nightlife, live music, rolling hills, and sparkling waterways. And, starting next year, single-seater race cars going up to 220mph. Enter to win a trip for you and a guest to experience Austin's first Formula 1 United States Grand Prix. Winner will receive:

- Airfare
- Hotel accommodations
- Tickets to the race
- Bragging rights for years

Visit www.reachforce.com/fuel to win and ask us how we can improve your marketing performance by up to 260%.

Quantifying Database Impact On Revenue

nCircle's Director of Marketing Communications Susan McCorriston sought a way to combat the frustration of underachieving marketing lead data and ensure her database was a key contributor to the revenue pipeline. nCircle relied on ReachForce to standardize, de-duplicate and merge lists, and append missing information in the company's marketing lead database prior to their CRM implementation. Missing attributes, such as mailing address, industry and company revenue were flagged, duplicate records were identified, and email deliverability was scored through ReachForce's platform. In the first quarter after working with ReachForce, nCircle identified over a half million dollars in sales opportunities. "Our database is the fuel that drives our lead generation efforts," adds McCorriston, "and as our marketing strategy becomes even more precise, data will continue to grow in importance. Now that we have seen the potential for revenue gain, we are in this for the long haul."

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10 Must-See Solution Providers At Dreamforce

Silverpop Empowers Marketers to Increase Efficiency and Drive Revenue

Silverpop provides software to marketing teams, enabling them to more effectively and efficiently understand and motivate their target audience through a variety of digital marketing channels. Companies rely on Silverpop's **Engage** platform to create and manage sophisticated multi-channel marketing campaigns that will nurture customer and prospect relationships, drive revenue, build brand loyalty and increase ROI.

Engage is designed to allow marketers to easily develop dynamic, repeatable and measurable marketing programs. The solution also enables marketers to generate, score and nurture contacts. In turn, marketers can generate more responses, route highly qualified leads into sales and see their bottom line contribution to overall revenue from a single platform.

With Engage, marketers also can:

- Experience the benefit of behavioral marketing;
- Reactively respond to historical interactions;
- Proactively respond with relevant targeted messaging;
- Increase marketing outputs without straining existing resources;
- Benefit from deep automation capabilities without the stress of complexity;
- Receive unparalleled training and support 24/7; and
- Receive an all-inclusive pricing structure to obtain the most value for the spend.



Efficient Marketing Automation Tools Create A Seamless Experience

Marketers want a solution that delivers results, increases efficiency and drives revenue. And while social and mobile strategies are becoming more prominent for marketing success, email continues to be at the core of a successful marketing automation solution. Marketers understand that delivering content designed for each individual is what drives results. With its unique combination of marketing automation and email marketing capabilities, Engage is designed for those who want powerful tools and sophisticated techniques and want to be “up and running” quickly.

AppExchange 5-Star Rating

Silverpop has been integrated with Salesforce.com since 2006, is listed on the AppExchange as an Aloha App and announced its Chatter integration in 2010.

Customer comments on AppExchange include:

“We’re able to better nurture, score, and manage leads as well as provide better visibility to our sales organization.”

“This will be both a time saver and revenue generator for our company.”

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Vice President of
Global Sales

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(745-8767) ext. 3

Email: corey@silverpop.com
Dreamforce Booth #621

Trend Micro Increases Solution Exposure Through Drip Nurturing



Trend Micro, a global leader in cloud security, wanted to upsell and cross-sell its other portfolio solutions more effectively, which required the company to do a massive exercise in data gathering. Trend Micro implemented Silverpop Engage to move customers through a drip campaign designed to encourage recipients to provide important data in order to receive a personalized IT security report. Subsequent communications were customized using Silverpop's Dynamic Content functionality. The company used Silverpop's Progressive Profiling feature to present new questions during each interaction, and its Send Time Optimization feature, to study past behavior and deliver timely emails. Recipients who were not interested in receiving these communications at that particular time were able to “Snooze” Trend Micro's emails for up to 90 days, rather than opting out completely. In doing so, the company was able to reduce list churn. In addition to increasing efficiency by developing five integrated campaigns, rather than the 252 separate emails that would have been mandatory sans-marketing automation, the initial communications resulted in a **26% open rate**, compared to an industry average of about 10%.

10 Must-See Solution Providers At Dreamforce

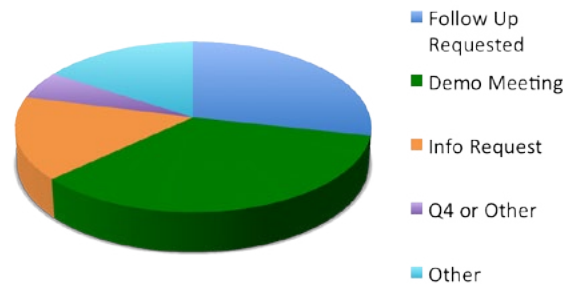
The Vanella Group Inc. Maximizes Opportunities And Engagements Through Telemarketing

The Vanella Group, Inc. is the premier **Telesales 2.0™** services provider. Working exclusively with enterprise technology, the solution provides outbound telemarketing programs that generate active opportunities. The Vanella Group, Inc. works with top sales enablement platforms such as Salesforce.com/Jigsaw, InsideView and Marketo, to create an end-to-end outbound calling solution that overachieves industry standards **five times more than typical results**.

When executed correctly, telemarketing is still the number-one, top producing marketing activity. To that end, executives need to invest in programs that are measured by opportunities and engagements, not hours and dials. In the past, executives put low-level resources on front-line calls, treating the process merely as a numbers game to generate leads. Our 10 year track record has proven that having situational and technical fluency up front lifts revenue significantly.

Current teleservices solutions include:

- Outbound Cold Calling Campaigns
- Teleservices to support automation activity; tele-nurturing to progress sales ready leads faster
- Event follow up
- Existing customer development
- Database coverage
- Industry specific campaigns



Fueling Growth Via Telesales

A large, publicly-traded telecom firm has used The Vanella Group, Inc. for 10 years to identify large opportunities for their enterprise division. Most recently a \$1.5 million deal was closed due as a direct result of working with The Vanella Group, Inc.

Another publicly traded software firm has worked with The Vanella Group, Inc. now for two years — within the first five months pipeline was healthier than it has been in five years as a direct result of the Telesales 2.0 solution, and the effort has now been rolled out worldwide.

Contact: Mari Anne Vanella,
CEO/Founder

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Dreamforce Location: Speaking at Jigsaw Session — Building High Return Marketing Campaigns by Leveraging Targeted Data

AppExchange Praise

“The Vanella Group, Inc. is one of those ‘go-to’ trusted service providers that works relentlessly to get it right, becoming an effective business partner over time. They are uniquely effective in understanding technology selling and expediting a comprehensive program in a complex selling environment. Their time to value delivered to my reps and to my sales funnel was short and they really did become an extension of our sales team — as many similar services promise but don’t deliver! They understand how to reach and speak relevantly to high level decision makers which made them a highly credible resource for our local reps that they supported.”

-Sherry Ramm, VP Global Marketing, SnapLogic



The **Vanella Group**, Inc.
Strategic Telesales 2.0™ for High Tech



Presented by
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About DemandGen Report

DemandGen Report is a targeted e-media publication spotlighting the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately, drive growth. A key component of our coverage focuses on the sales and marketing automation tools that enable companies to better measure and manage their multi-channel demand generation efforts.