ALL-YOU-NEED MARKETING AUTOMATION

salesfusion™
Delivered by
SUGABYTE

Salesfusion is the all-you-need marketing automation solution built to work for you. With a curated toolset that includes highly intuitive campaign builders, advanced automations and superior reporting, we focus on what matters most to marketers—streamlining campaign creation, understanding engagement, improving conversion and driving more revenue.

The New Standard in Marketing Automation

Salesfusion provides the only enterprise-grade marketing automation platform to mid-sized marketing teams juggling many tasks. Whether you're a do-er, dreamer, thinker or techie, Salesfusion is the new standard in marketing automation

- Streamline and automate digital and demand generation campaigns throughout the buyer's journey
- Align Marketing and Sales with more native integrations to the world's leading CRMs than any other marketing automation platform
- Augment your marketing efforts with our Professional Services team's comprehensive onboarding and consultation programs
- Get help when you need it with our unlimited support available via phone, chat or email
- Gain unlimited access to all functionality with our simplified, contact-based pricing model

Customer Testimonials

Gartner peerinsights™
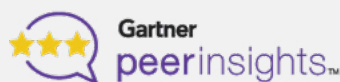
The Salesfusion system is smart, intuitive and "easy to use". The "engine" driving this MAP is so well designed. It is a MAP—designed by marketing leaders—for marketers desiring a robust marketing automation platform that gets the job done and has the ability to scale. However, it's the entire Salesfusion team that exceeds my expectations on a daily basis and is the true differentiator for our organization."

—*Marketing Director* in the *Manufacturing Industry*

Capterra

"The functionality is fantastic. I've yet to have a 'I wish it did this' moment. In fact, they thought of things I never would have dreamed I could do with a solution in this price point."

—Monica C, *Marketing* in the *Transportation Industry*

G² CROWD

"During our initial evaluation, their native CRM integrations were a big plus as well. Other vendors were relying on 3rd party solutions or had limited access to underlying CRM data."

—Chris B, *Marketing Manager* in the *Computer Software Industry*

Attract and Track Traffic

Built-in SEM, SEO and social tools help drive more web traffic

- **Ads Campaigns:** Launch Google paid search campaigns through the Salesfusion platform to drive qualified traffic
- **SEO Audit:** Run web audits to understand how your site is performing and compare your site to the competition
- **Social:** Schedule posts, manage accounts and monitor brand reputation across social media platforms
- **Buyer's Journey Tracking:** Uncover key insight into prospect and account engagement with your website

Create Campaigns

Intuitive email, landing page and form builders empower marketers to quickly create assets that convert

- **Emails:** Easily create personalized, responsive email campaigns to spark conversations that convert
- **Landing Pages and Lead Forms:** Use drag-and-drop builders, or choose to code your own, to quickly build custom web pages and forms that capture leads
- **Webinars and Events:** Manage and track the success of events and webinars from within the platform
- **Surveys:** Capture important insight with custom surveys

Nurture Leads

Automated and tailored communication and lead scoring deliver qualified leads to Sales

- **Nurture Campaigns:** Remain top-of-mind with automated, tailored messages sent to prospects throughout their buyers' journey
- **Lead Scoring:** Measure engagement and prioritize Sales outreach with actionable lead intelligence
- **CRM Integration:** Align Sales and Marketing with a native CRM integration that includes real-time syncs and support for custom fields. Salesfusion natively integrates with the world's leading CRMs: Sugar CRM, Netsuite, Bullhorn, InforCRM, Salesforce, Sage and Microsoft Dynamics

Measure ROI

Advanced Analytics leads data-driven decisions with BI-grade reporting

- **Reporting and ROI:** Capture actionable insight into your marketing performance to understand what's driving revenue
- **Interactive Dashboards:** Build and source data from various marketing initiatives and create visually-appealing, shareable reports
- **Custom Fields:** Utilize unlimited custom fields for advanced segmentation and scoring models

Salesfusion is the All-You-Need Marketing Automation Solution Built for Every Step of the Buyer's Journey

MARKETING AUTOMATION FOR
SUGARCRM

The single most important criteria for sales and marketing success is the alignment of the two teams. To facilitate the alignment, it is essential to integrate marketing automation with SugarCRM. Without this integration, too much time and too many resources will be drained and leads will leak out of the funnel.

Salesfusion is a marketing automation platform that has a two-way integration with SugarCRM and is installed out-of-the-box with no middleware. The integration is unique in the industry in that it provides a native integration in both on-premise and hosted environments.

Integrated Solution

- Create a two-way sync with Salesfusion and SugarCRM, ensuring that the data your sales and marketing teams are working with is always correct
- Provide sales with visibility to marketing activities and templates to send trackable emails to leads and contacts
- Send automated alerts and create tasks in SugarCRM so sales can follow up based on a contact's activity
- Blend marketing and sales actions with intelligent and automated nurtures to decrease funnel leakage
- Prioritize and manage follow up with lead scoring and management
- Track a lead through the complete sales cycle from creation to close with reporting and dashboards

Salesfusion together with SugarCRM

- Integration with SugarCRM since 2012
- Integrates with all current supported versions of SugarCRM
- No middleware required. Fully supported out-of-the-box integrations are native

- Combines native and iFrame-based integration
- All marketing data housed natively inside SugarCRM
- See Salesfusion entities in the SugarCRM main navigation page

Salesfusion brings critical marketing data inside SugarCRM with an out-of-the-box, native, fully-supported integration that is up and running in under an hour.

salesfusion.

UP TO 10,000 CONTACTS

Entry investment

£760

Per month, billed annually

UP TO 20,000 CONTACTS

Great value for larger data sets

£840

Per month, billed annually

UP TO 50,000 CONTACTS

Lowest cost/contact

£1,080

Per month, billed annually

The Features You Need

Campaigns

- ✔ Unlimited Email Campaigns
- ✔ Drag & Drop Email Builder
- ✔ Code Your Own Email Option
- ✔ Lead & Account Scoring
- ✔ Advanced A / B Testing
- ✔ Trigger-Based Nurtures
- ✔ Google Ads integration
- ✔ Event Management, Execution & Reporting
- ✔ GoToWebinar & WebEx Integration
- ✔ Advanced List Segmentation
- ✔ Social Media Management
- ✔ Surveys

Landing Pages & Forms

- ✔ Drag & Drop Landing Page Builder
- ✔ Drag & Drop Form Builder
- ✔ Complete Mobile-Responsive Pages
- ✔ URL Configuration & SEO Settings
- ✔ Google Analytics Integration
- ✔ Ability to Host Scripts from Third-Parties
- ✔ Lead Routing with Alerts
- ✔ URL Parameters to Pass Key Data
- ✔ Map Fields Directly to External CRM
- ✔ Compliance with GDPR

Analytics

- ✔ Create Custom Dashboards & Reports
- ✔ Website Visitor Tracking & Alerts
- ✔ SEO Audit Tool
- ✔ Advanced Analytics Module Included

Contact Management

- ✔ Contact Activity
- ✔ Lead / Buyer's Journey View
- ✔ Unlimited Custom Fields
- ✔ Account-Based Tracking