

Marketing Automation & CRM

The data behind marketing and sales success

When paired with the right marketing automation software, powerful CRMs, such as Salesforce, Zendesk Sell, MS Dynamics, and SugarCRM help marketing and sales teams achieve targeted and measurable results.

NURTURE PROSPECTS AND LEADS

Marketers need the right tools to attract, target, and nurture prospects to drive demand effectively. With [six to ten decision-makers](#) involved in most sales cycles, marketers must create meaningful conversations with various stakeholders.

The right marketing automation tool allows marketers to:



Identify and target prospects to generate leads.



Score leads to position within the sales funnel.



Segment lists for improved nurturing.



Pass the best opportunities to sales.

“ Companies who automate lead management see a 10% or more bump in revenue in 6-9 months time ”

- Strategic ABM

HARNESS THE POWER OF DATA

Automated data syncs between a marketing automation software and a CRM allow marketing teams to use real-time lead and contact data to create custom experiences for prospects.

Good data empowers marketers to:



Create targeted campaigns with personalization.



Push new leads to a CRM with all contact data.



Segment customers in specific stages of your sales cycle.



Tie revenue back to specific marketing touchpoints.

“ 35 percent of those surveyed said the biggest barrier to lead generation success is the lack of quality data. ”

- Ascend2

MARKETING AUTOMATION FOR SALES TEAMS

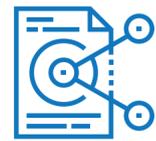
While CRM data provides a direction for marketers to follow, sales teams also benefit from integrating marketing automation. When sales representatives can access marketing data within a CRM, they can:



View a complete picture of a contact's behavioral activity to customize an outreach cadence.



Use lead scoring to differentiate who in their pipeline requires immediate follow-up versus those leads that may require further nurturing.



Analyze CRM data to attribute revenue to determine which sources and campaigns generated the most leads, deals, and revenue.

“ 49 percent of marketing influencers surveyed consider improving marketing and sales alignment to be most critical challenges when considering the success of a marketing automation integration strategy ”

- Ascend2

RAISE YOUR BOTTOM LINE

Marketing automation is the tool you need to transform CRM data into a customer journey that generates, nurtures, and converts leads to customers. Act-On's marketing automation software sets up marketers for success with a robust platform that facilitates data-driven marketing. The result? Your sales and marketing teams will work better together so you can quickly scale your marketing and maximize ROI.

ABOUT ACT-ON SOFTWARE

Act-On Software is the world's growth marketing leader, offering solutions that empower marketers to move beyond the lead and engage targets at every step of the customer lifecycle. Act-On makes customer data actionable so marketers can strategize smart, effective solutions to grow their businesses and generate higher customer lifetime value – all with the fastest time-to-value.

