

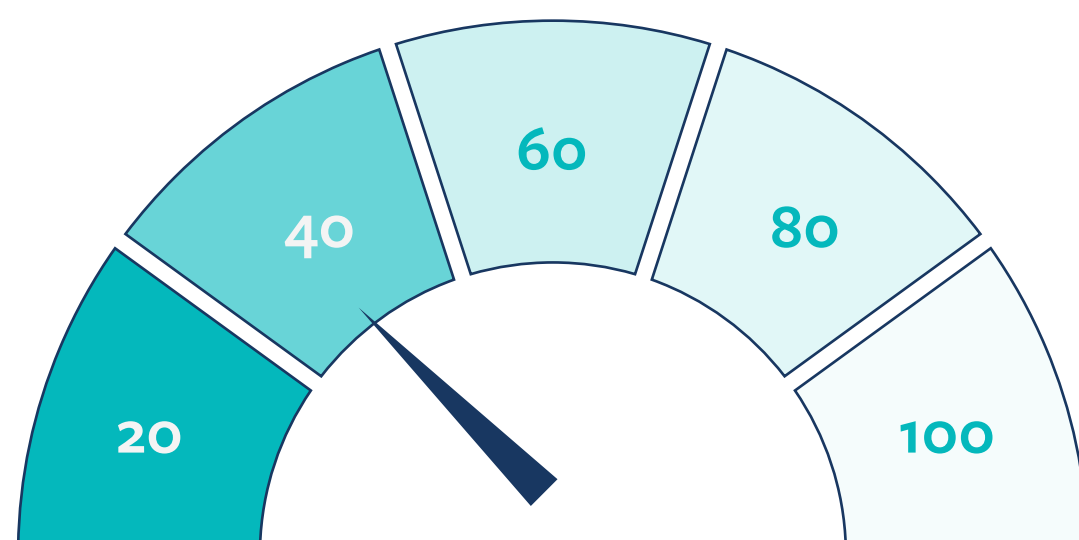
# How to Automate Your Marketing With a CRM System

## Customer Relationship Management (CRM)

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noun

Quality CRM systems empower companies to collect information that enables them to gain improved visibility into customer behavior and preferences, streamline everyday processes, and focus on efforts that increase their bottom line.



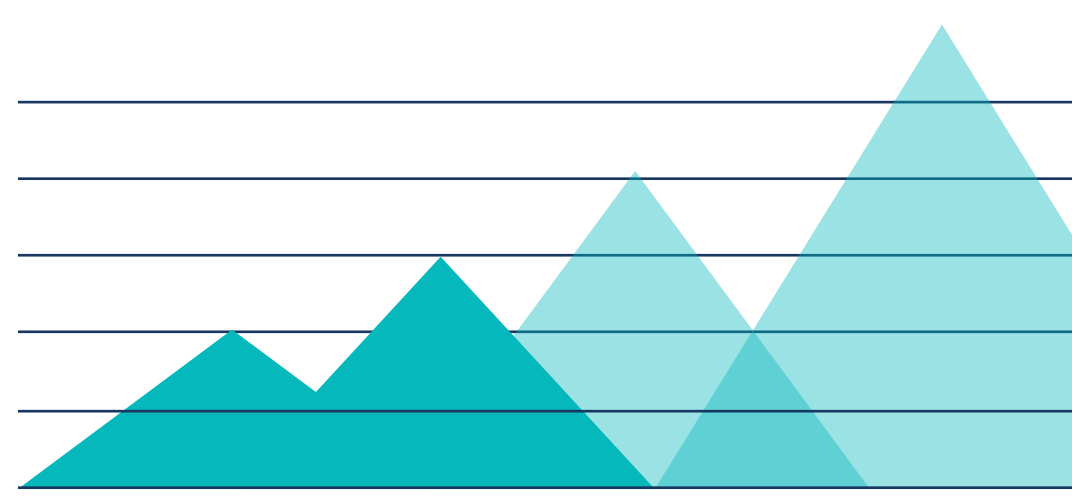
CRM systems help increase sales forecast accuracy by 42%



**74%**  
OF CRM SOFTWARE USERS report that CRM systems give them improved access to customer data

Organizations that use marketing automation can experience up to a

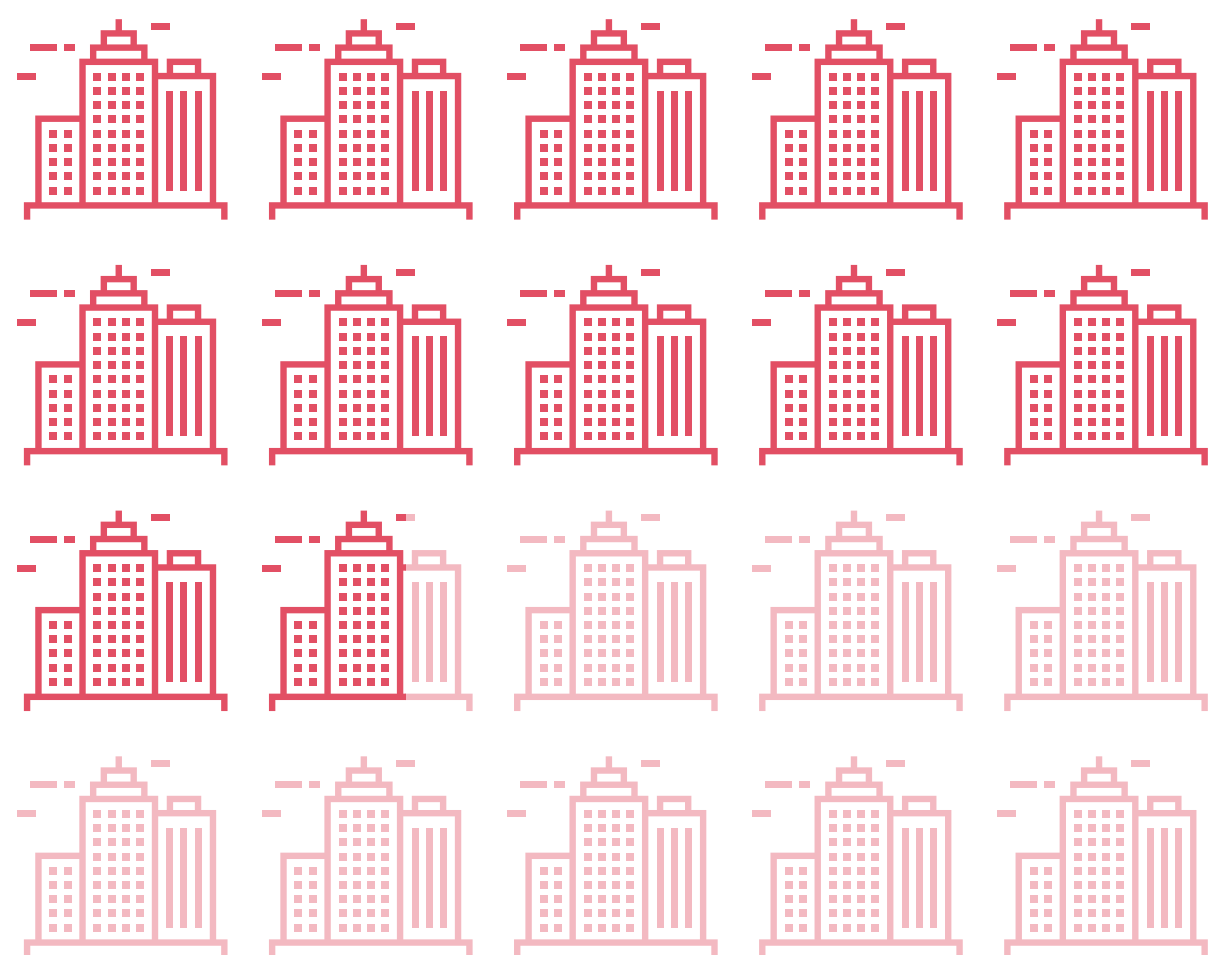
**451%**  
increase in qualified leads



Organizations that use a CRM system can expect an increase in sales conversions of up to 300%

## Inspire Better Collaboration Between Sales and Marketing

Enable your marketing and sales teams to have full visibility into lead characteristics, engagement, follow-up, and the tools needed to facilitate collaboration.



**57%**  
OF ORGANIZATIONS that use marketing automation have integrated their platform with a CRM

Download our [How to Automate Your Marketing with a CRM System eBook](#) to learn more!