

## A Powerful Integration to Fuel Targeted Communications

Want to distribute targeted, relevant emails that leverage your CRM data? Smart move. To maximize subscriber engagement with your brand, you can't rely any longer on generic email communications. Nowadays, customers expect—and deserve—email communications that speak to their interests.

Our Salesforce.com Integration offers the ability to use your CRM data to distribute personalized, targeted emails on a mass scale through a single interface.

## Integration Highlights

Our seamless integration with Salesforce.com offers the following key benefits:

### No Sending Limits.

Send a mass email in record time to a Campaign or Report, regardless of the number of Leads or Contacts. By integrating with our email marketing platform, your email send potential is virtually unlimited.

### Real-Time Tracking Results

Real-time tracking statistics make it easy for your sales reps to immediately act upon email marketing initiatives. Open, bounce, and click-through data is available at both an individual Lead and Contact level as well as an aggregate level. These results can then be integrated into Reports and Dashboards to analyze the effectiveness of Campaigns.

### Marketing Automation Made Easy

As a premium feature, establish the parameters of automated campaigns (e.g., “drip” campaigns) once, and then let them run without further manual effort. As needed, you can examine your campaign results and tweak automations as necessary to improve your ROI.

## Schedule a Demo Today

To start realizing the benefits of a Salesforce.com integration, please contact us at 866.833.6245 or sales@elawmarketing.com.

## Real-Time Tracking Results

Monitor campaign data in real-time within Salesforce.com to analyze subscriber interests.

