

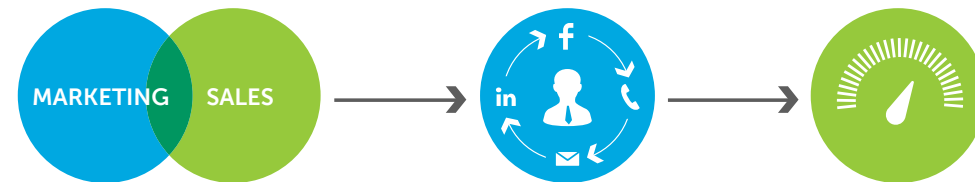


Marketing Automation

by CallidusCloud

Align. Automate. Accelerate.

Digital marketing tools are popular—so popular that many companies have half a dozen or more that don't speak to each other. Disconnected marketing tools result in fragmented, impersonal experiences that cause prospects to tune out, instead of clicking “buy.” Marketers don't have complete views of customers or campaigns, which makes it hard to quantify marketing ROI. While marketing tools generate leads, they don't offer the tools and visibility sales and channel partners need to develop relationships with prospects.



 *CallidusCloud Marketing powers alignment, automation & acceleration*

**63% of companies that are
outgrowing their competitors
use marketing automation**

**– The Lenskold and Pedowitz Groups,
2013 Lead Generation Marketing
Effectiveness Study, Nov 2013**

CallidusCloud Marketing is a comprehensive platform that bridges the gap between sales and marketing, maximizing marketing productivity and accelerating sales opportunities. With CallidusCloud Marketing, you can orchestrate campaigns, drive demand, nurture leads, and easily measure and manage marketing performance. You can use and enhance your existing assets—including your website, customer relationship management (CRM) platforms, email accounts, and social media platforms—to engage with customers in ways that not only improve their satisfaction, but also help you



Key features:

- **Website optimization and management:** Build forms and landing pages on the fly, and use SEO tools to optimize site and maximize conversions
- **Lead management:** Acquire, track, score, nurture, and engage with leads along the entire buyer journey
- **Campaign management:** Easily create targeted, integrated multichannel campaigns and track progress
- **Email marketing:** Send email campaigns; conduct A/B tests; and track prospects behavior
- **Integrated tools for sales:** Help reps build trusted relationships that accelerate the sales cycle
- **Channel marketing:** Support your partners' efforts to develop high-quality leads while preserving your brand identity and messaging
- **Turnkey integrations** with top CRM systems
- **Analytics and reporting:** Develop actionable insights from analysis of growth, sources, and conversion ratios



target and personalize campaigns more effectively. And with an integrated set of sales tools, sales and channel partners can gain visibility into leads, track communication, and leverage social media to build relationships with prospects.

Engage customers personally at every step of the cycle

From casual website visitors to social media interactions to existing customers, you need to deliver personalized messages across all channels at the right time, at every step of the marketing and sales cycle. CallidusCloud Marketing offers the intelligence to gather information and continually track prospect behavior, helping align and deliver messages based on each client's activities and interests. CallidusCloud Marketing identifies anonymous website visitors and intelligently analyzes their interests so you can appropriately target them. Using lists from many sources, you can easily develop targeted email campaigns that track prospect behavior. Based on their response, you can use integrated workflow tools to develop automated drip and nurture campaigns that offer relevant, personalized content.



Key benefits:

- **Deploy quickly** an out-of-the-box solution designed for marketers
- **Improve marketing efficiency** through an easy-to-use platform that includes web hooks, live chat and libraries of templates
- **Integrates with tools you already use** such as Gmail, CRM and ERP systems, your existing website, and social media platforms
- **Engage buyers** by delivering personalized messages across multiple channels that take into account their interests and preferences
- **Accelerate sales** by equipping reps with better leads and integrated email and social media tools for more continuous engagement
- **Support channel partner marketing efforts** with the same platform, ensuring consistent messaging and brand compliance
- **Extend the solution as needed** through seamless integrations with other CallidusCloud solutions in the Lead to Money Suite, including Enablement, Quotes and Proposals, Contracts, and more

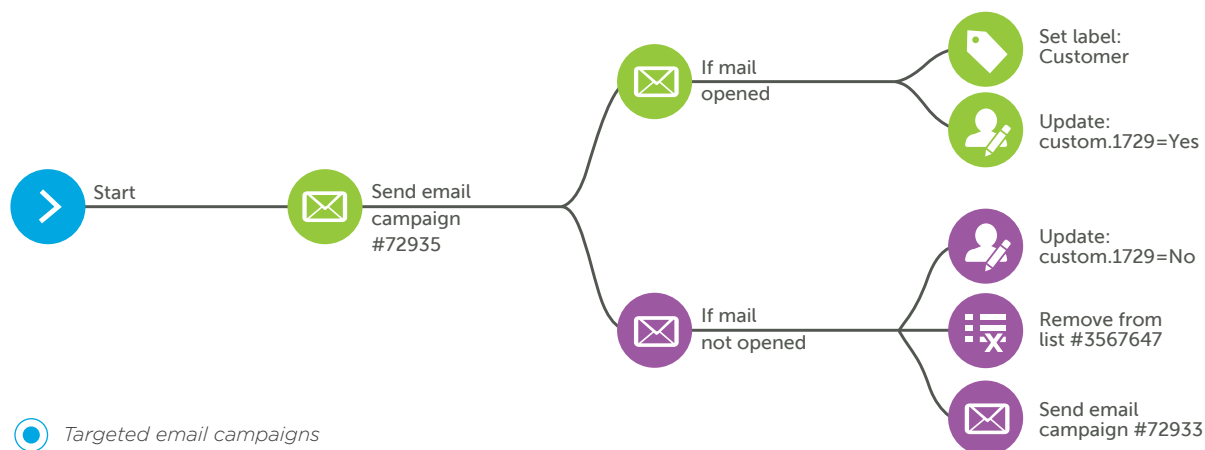
87% of top-performing marketers say targeting campaigns to audience segments and individual consumers is the largest value driver

– Gleanster,

5 Marketing Automation Capabilities Top Performers Can't Live Without, Sep 2012

Improve marketing efficiency

As marketers, you have enough to do without having to learn about multiple tools and keeping track of the activities in each of those tools. CallidusCloud Marketing offers a single marketing automation platform that helps generate and manage leads, create and execute email and other digital campaigns, and report and analyze results. Tools built for marketers allow you to optimize websites for SEO, and easily add web “hooks” such as dynamic toolbars and live chat. Using the same platform, marketers can create emails, landing pages, forms, and social media



Accelerate sales by making reps and channel partners part of the team

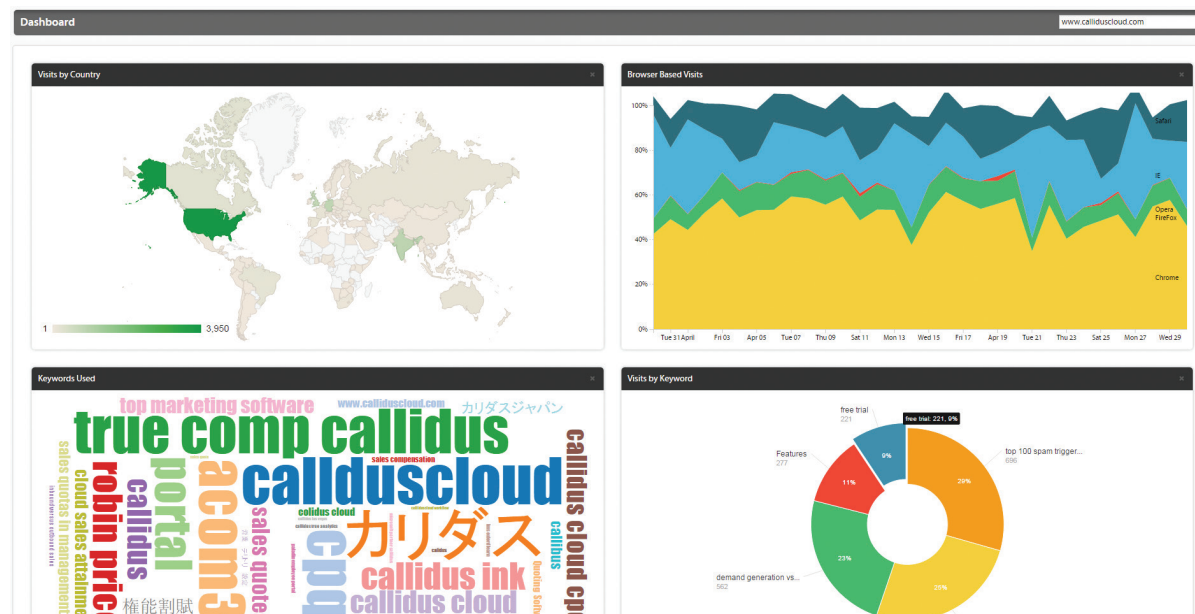
when they want it. CallidusCloud Marketing is the only marketing automation platform that offers integrated sales tools. Reps can receive highly qualified leads quickly, track prospect activity, and leverage email and social media tools for relationship building. Sales reps can save time by segmenting leads in multiple ways and then send

69% of top performing companies cite "cooperation between marketing and sales" as the most critical value driver for maximizing marketing automation ROI

5 Key Milestones for the First 30 Days
with Marketing Automation, Nov 2012

B2B marketers who implement marketing automation increase their sales-pipeline contribution by 10%

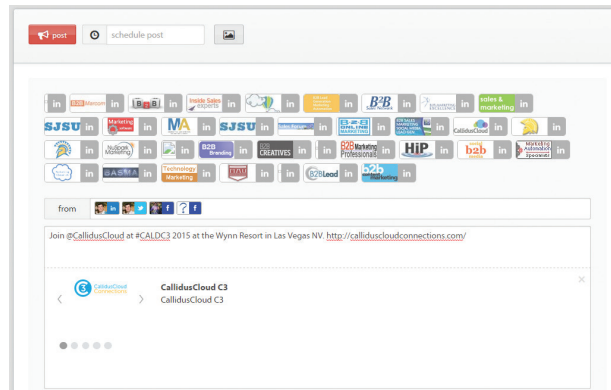
The Forrester Wave™: Lead-To-Revenue Management Platform Vendors, Q1 2014, Jan 2014



- Track effectiveness using graphical out-of-the-box reports



automated emails that include personalized messages. With CallidusCloud Marketing, reps can increase productivity by sharing content across all social media channels at once, and gain visibility into who is interacting with that content. Social listening lets users know when to get involved in conversations, while real-time views into web visitors help reps target prospects with appropriate information.



Integrated sales tools to promote social selling

CallidusCloud Marketing also supports channel partner marketing. Marketers can extend campaigns and marketing messages to partners, and create and manage co-branded campaigns, while gaining visibility into channel efforts and results.

When prospects are ready to communicate 1-to-1, reps can reach out via their preferred channel, whether it is email, social, or voice—without switching applications. Since CallidusCloud Marketing integrates with all leading CRM

systems, sales can continue to use the tools they already have, while leveraging new tools to enhance relationships and accelerate the sales cycle.

Start generating ROI quickly

CallidusCloud Marketing is built for marketers and does not require detailed training. It offers an intuitive user interface that anyone familiar with web browsers and simple digital marketing tools can use. You can configure CallidusCloud Marketing to work with your existing marketing processes—rather than being forced to change processes to match a new platform. Leveraging existing tools and processes also makes it easier—there's no need to switch to web content management systems, for example. And since it's based on secure and trusted infrastructure in the cloud, CallidusCloud Marketing deploys and scales quickly as demand increases.

About CallidusCloud

Callidus Software Inc. (NASDAQ: CALD), doing business as CallidusCloud®, is the global leader in cloud based sales, marketing, learning and customer experience solutions. CallidusCloud enables organizations to accelerate and maximize their lead to money process with a complete suite of solutions that identify the right leads, ensure proper territory and quota distribution, enable sales forces, automate configure price quote, and streamline sales compensation -- driving bigger deals, faster. Over 3,700 leading organizations, across all industries, rely on CallidusCloud to optimize the lead to money process to close more deals for more money in record time.

Among CMOs, the most important criteria for a marketing automation system are ease-of-use (92%) and the ability to tie marketing performance to sales (72%)

– Gleanster,
Q3 2013 Gleanster Marketing
Automation Benchmark, Aug 2013