

RESPONSE MANAGEMENT KEY FEATURES

- Accurate campaign ROI
- Weighted multi-touch attribution
- Tipping point analysis
- Funnel volume, velocity and conversion
- Response lifecycle management
- Cohort analysis
- Unified reporting across Leads and Contacts
- Aging analysis
- Historical response outcomes
- Repeat response management
- Localization support

DATASHEET

Full Circle Response Management

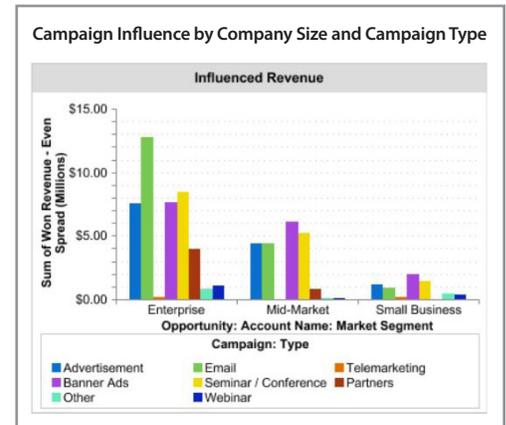
Build a Sales and Marketing Machine

Today's marketers are expected to measure campaign impact on company revenues. And while they often turn to marketing automation or business intelligence tools to measure performance, these applications usually deliver fractured or even incorrect information when examined closely. More often than not, the information in the marketing automation system is different than the information in the CRM system, making it difficult for sales and marketing teams to work together and for marketing to optimize their program budgets. Marketers need a true marketing performance management system.

With Response Management, CMOs get bullet-proof marketing data, board-ready charts and graphs, and the confidence to make informed investment decisions that return a positive ROI. Built natively on the Salesforce1™ platform and fully integrated into Salesforce®, Response Management provides the marketing attribution data and funnel analytics to optimize the company's marketing mix, align sales and marketing, and drive more revenue.

Optimize Campaign Performance

Response Management enables marketers to go beyond the reporting limitations of first and last touch campaign attribution methods. With Response Management, you can leverage powerful, weighted multi-touch attribution models to assign appropriate revenue credit to every campaign associated with an opportunity. With better visibility into campaign performance, marketers gain the insight and confidence to invest their marketing budget strategically to optimize results and maximize ROI.



Influenced revenue across industry segments

Learn How Marketing Impacts Every Deal

Ever been in a meeting where an executive wants to know what campaigns led to a won deal? The Full Circle Deal Explorer allows teams to answer these questions by displaying all the prospect interactions on a particular Opportunity. Marketers can drill down to view all critical campaign influence information in one place and see the primary marketing touch points: first touch, last touch, and primary campaign source. Deal Explorer also enables visibility into the revenue attribution for each campaign associated with the Opportunity based upon the influence model configuration.

Full Circle Deal Explorer Help for this Page

Opportunity Name: USA Microsystems-widget 35

Type: Existing Business
 Amount: \$550,000.00
 Close Date: 5/12/2014

Primary Marketing Touch Points

Originating Contact: Amelia Carey
 First Campaign Touch: September Trade Show - D
 Primary Campaign Source: Forbes Ad - D
 Last Campaign Touch: Forbes Ad - D

[Return to Opportunity](#)

The Deal Explorer delivers insights for clear understanding of deal progression.

Profile listing | Campaign Influence | Visualization

| Campaign + | Single Touch | Multi-Touch (Even Spread) | Multi-Touch (Weighted) |
|--|--------------|---------------------------|------------------------|
| Business Week Ad | \$0.00 | \$68750.00 | \$137500.00 |
| Forbes Ad - C | \$0.00 | \$68750.00 | \$68750.00 |
| Forbes Ad - D | \$550000.00 | \$68750.00 | \$130000.00 |
| June Monthly Newsletter | \$0.00 | \$68750.00 | \$75000.00 |
| October Monthly Newsletter | \$0.00 | \$68750.00 | \$50000.00 |
| September Trade Show - D | \$0.00 | \$68750.00 | \$55000.00 |
| Summer 2013 Telemarketing Campaign - A | \$0.00 | \$68750.00 | \$33750.00 |

“With Full Circle we have more accurate intelligence on what drives sales, and can now invest where it will make the biggest impact and continue to drive strong growth.”

Niel Hildebrand III
 Director of Marketing Operations and Analytics
 AppDynamics

Improve Results with Funnel Metrics

Response Management delivers the funnel metrics you need to improve marketing results:

- Track campaigns sourced by marketing, sales or channel, as well as other funnel data across both leads and contacts;
- Visually highlight critical business metrics such as lead volume, conversion rates, and velocity at every funnel stage from lead-to-revenue;
- Share information about customers, prospects, campaigns and sales into a single, trusted view inside Salesforce, so everyone in the organization can see the same data.



Gain a complete view across your marketing and sales funnels

Ensure Follow Up on Every Response

Response Management gives sales an easy way to track and follow up on every response across both Leads and Contacts. Based on your criteria, identify which responses are sales ready and assign and notify sales to begin driving the engagement. With Response Management's unique tracking of current and historical data, both sales and marketing are given a unified view of campaign responses to ensure no Lead or Contact is left untouched.

| | Inquiry | MQL | SAL | SQL | Opportunity Count | SQL Won | Opportunity Amount |
|---|--------------|------------|------------|------------|-------------------|------------|------------------------|
| <input type="checkbox"/> Member Type On Create: Lead (1,379 records) | 1,379 | 601 | 151 | 124 | 123 | 98 | \$9,269,004.00 |
| <input type="checkbox"/> Member Type On Create: Contact (117 records) | 117 | 82 | 34 | 23 | 23 | 4 | \$2,362,444.00 |
| Grand Totals (1,496 records) | 1,496 | 683 | 185 | 147 | 146 | 102 | \$11,631,448.00 |

Marketing report showing all responses to a campaign across Leads and Contacts

For more information:
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 visit www.fullcircleinsights.com