Boosting Sales with Marketing Automation

The Quickest Way to Build Lead Flow

eTrigue
Intelligent Demand Generation™

Marketing Automation that Makes Sense

Website Visitor Tracking
Track every visitor to your site and understand visitors' time on your website—down to the pages they visit and how long they view them.

Anonymous Visitor Reporting
See the location and history of anonymous visitors and then tie that that into their prospect biography when they become known.

Drip and Nurture Campaigns
Outbound email campaigns prospects based on knowledge of the industry, need, job function, job-level or other factor.

Lead Scoring
eTrigue 3-D lead scoring automatically qualifies potential leads by scoring each individual prospect based on seven different factors.

Real-time Lead Alerts
Instantly send an alert message to sales, right when the visitor is finished looking at your site.

Digital Biographies
Once a contact is eTrigue enabled, their activity or "digital biography" is recorded over the life of their relationship with your company.

Webinar Integration
eTrigue includes the ability to synchronize event data with the two most popular webcast providers: WebEx and GoToWebinar.

Google Adwords Visibility
eTrigue tracking significantly improves marketers' ability to leverage known and anonymous-visitor data captured during AdWords generated web visits.

Get your **FREE 30-day trial**.
Call toll-free:
1.800.858.8500

THERE IS A BETTER WAY TO APPROACH ONLINE MARKETING.
Build a better dialog with your prospects by communicating with them at just the right time.

IT'S SIMPLE
eTrigue tracks visitors that come to your website.

eTrigue lets you easily send the right content to the right prospect when the time is right.

You'll be alerted when prospects take actions so you can communicate with them.

IT'S ALL-INCLUSIVE
eTrigue is always one price, based on the size of your email list.

eTrigue doesn't limit how many emails you send, or limit the number of your users.

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FAST IMPLEMENTATION

Setting up eTrigue is easy. Because eTrigue DemandCenter is delivered as Software-as-a-Service, setup is quick. A small piece of tracking code (similar to Google Analytics code) goes on the pages of your site, and you'll begin collecting information on visitors and tracking their activity immediately.

GET MARKETING CAMPAIGNS RUNNING QUICKLY

eTrigue's intuitive drag-and-drop campaign builder makes it easy to build and run campaigns. That means you can get outbound marketing campaigns and drip and nurture campaigns running quickly. You can start, pause and edit whenever you need to without having to start all over again each time.

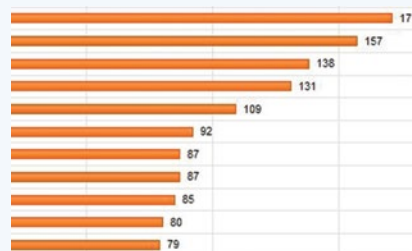### BUILD EMAILS, LANDING PAGES AND CAMPAIGNS

You can easily create simple email campaigns and landing pages or build sophisticated multi-stage nurturing programs with the intuitive drag-and-drop storyboard campaign builder.

SELECT THE RIGHT TARGET AUDIENCE

Quickly build target audiences based on title, geography, company or any demographic information. Include web activity as a trigger—web page visits, asset downloads, and form fills to accelerate the sales process for prospects.

MEASURE EFFECTIVENESS AND ANALYZE PERFORMANCE

Measuring program and message effectiveness is key to determining where to invest marketing dollars. eTrigue gives you the tools to easily analyse your marketing programs to demonstrate individual campaign, message and marketing program effectiveness.

TRACK PROSPECTS AND MANAGE EXECUTION

eTrigue DemandCenter takes managing campaigns to a new level. Real-time statistics show success at each step: emails sent, visits, form fills, webinar registrations and attendance, AdWords.

INTEGRATES WELL WITH OTHERS

eTrigue is designed to be aware of what's important to your other marketing channels and efforts.

GoToWebinar and Webex Integration.

You can automate the invitation and follow-up process – and trigger any other action you desire based upon webinar participation and registration.

Google AdWords Integration.

eTrigue DemandCenter makes it easy to see the effectiveness of your Google AdWords campaigns. You can now go beyond the simple cost-per-click and cost-per-conversion reporting available in Google AdWords.

CRM Integration.

CRM integration in eTrigue DemandCenter provides unparalleled integration with popular CRM solutions to provide detailed customer activity information to Sales without requiring them to learn yet another application.

Application Programming Interface.

The DemandCenter API access allows for integrating systems with eTrigue's marketing automation intelligence.

DemandCenter's API uses the well-known SOAP protocol and is easily interfaced.