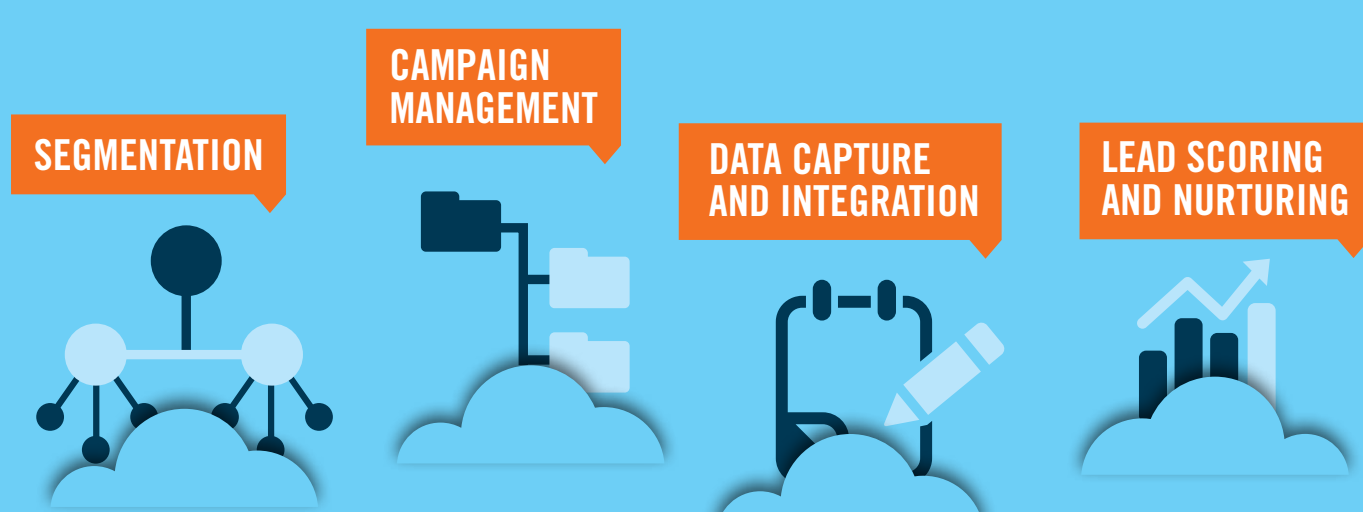


# A MATCH MADE IN HEAVEN

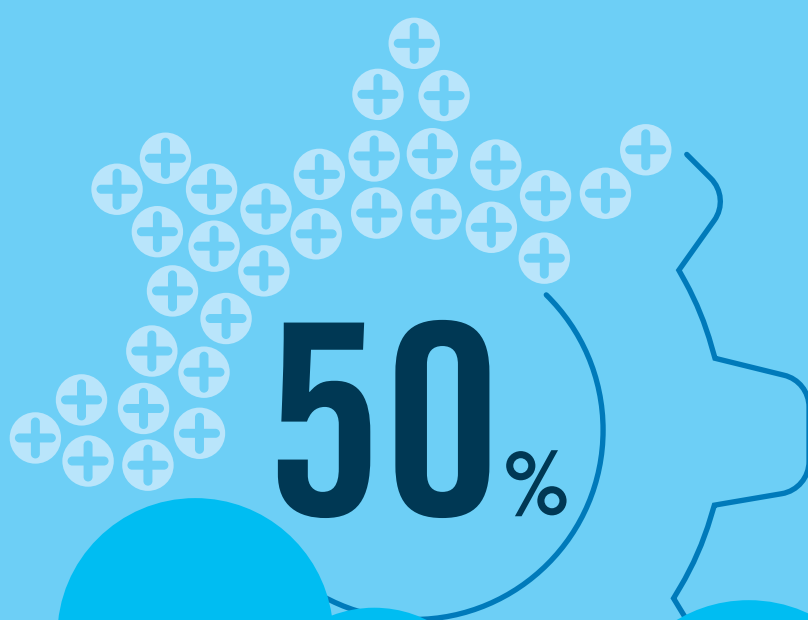
## Marry Your CRM & Your Marketing Automation Software

### What is Marketing Automation?

A tool or suite of tools designed for organisations to drive lead generation, to more effectively market on multiple channels online (email, social media, website, etc.) and automate tasks such as:



BUSINESSES THAT USE MARKETING AUTOMATION HAVE BEEN SHOWN TO DELIVER **50% MORE 'SALES READY' LEADS**



### Why should it integrate with CRM?

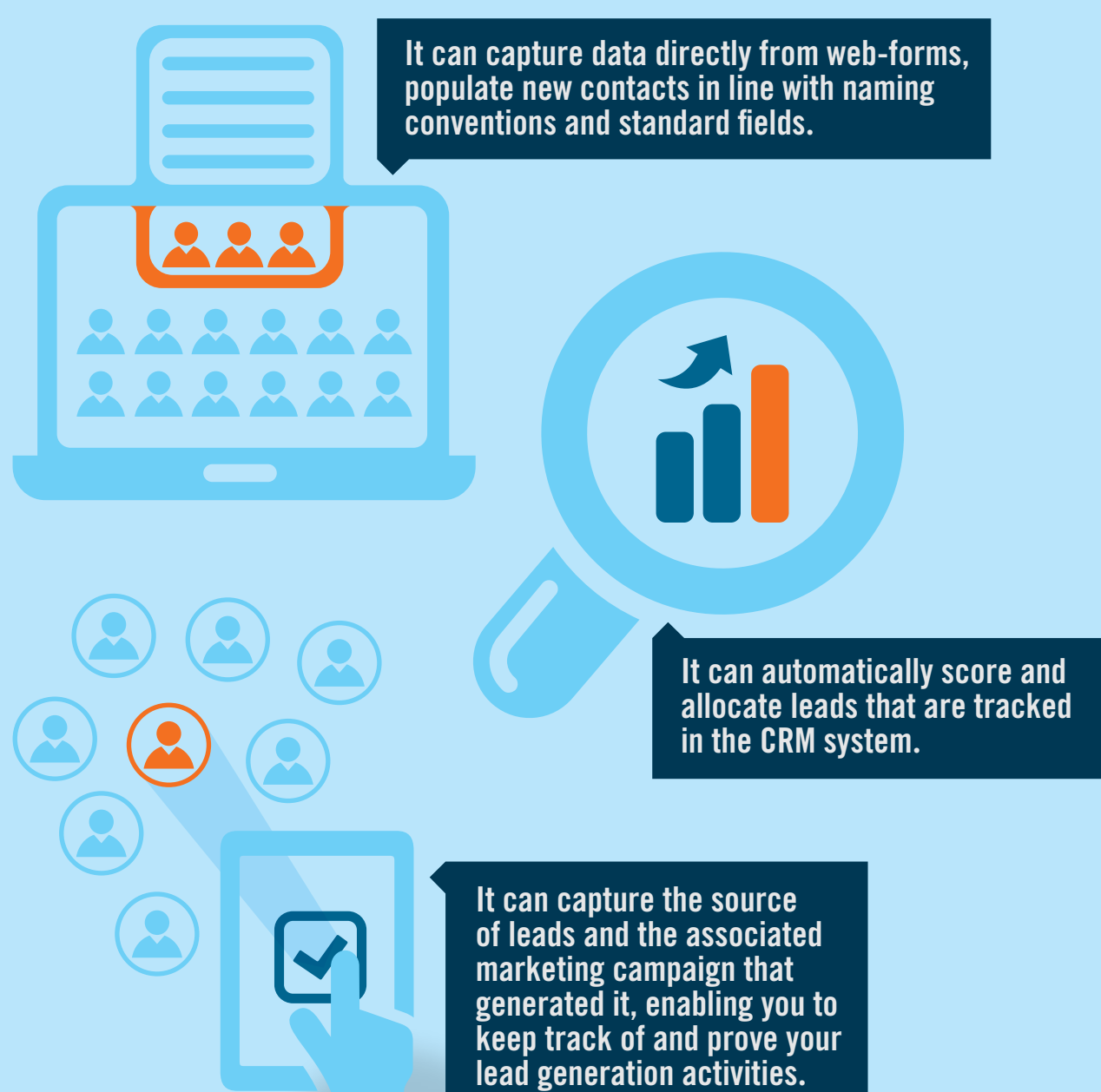
The easy answer is because the integration will provide a much greater return on your CRM investment. In a recent Marketing Sherpa survey, CMOs have confirmed that...



The data gathered and shared between your marketing automation solution and your CRM system can enable you to do all of that. That's why you should integrate.

- ✓ Get better insight into buying habits of potential customers
- ✓ Build stronger customer relationships before the relationship is even solidified with a sale
- ✓ Send targeted messages and nurture leads to sales readiness
- ✓ Prioritise sales focus, help increase conversion and shorten the sales cycle
- ✓ Drive greater sales and marketing efficiency
- ✓ Review performance across the entire demand funnel, drive accountability and better decision making

### How can Marketing Automation integrate with CRM?



**31.6%**

### Why should you care?

... Because businesses that get sales and marketing aligned and use automated lead nurturing programmes alongside their CRM see 31.6% average year-over-year growth in annual company revenue.

... Because according to Gleanster, only 37% of organisations that lack alignment reach revenue goals and a mere 7% exceed them.

Marketing Automation and Customer Relationship Management (CRM) are complementary tools that only reach their full potential when paired together.

Each have a lot to offer on their own, but combined, they can give sales and marketing teams a dramatic edge over the competition.