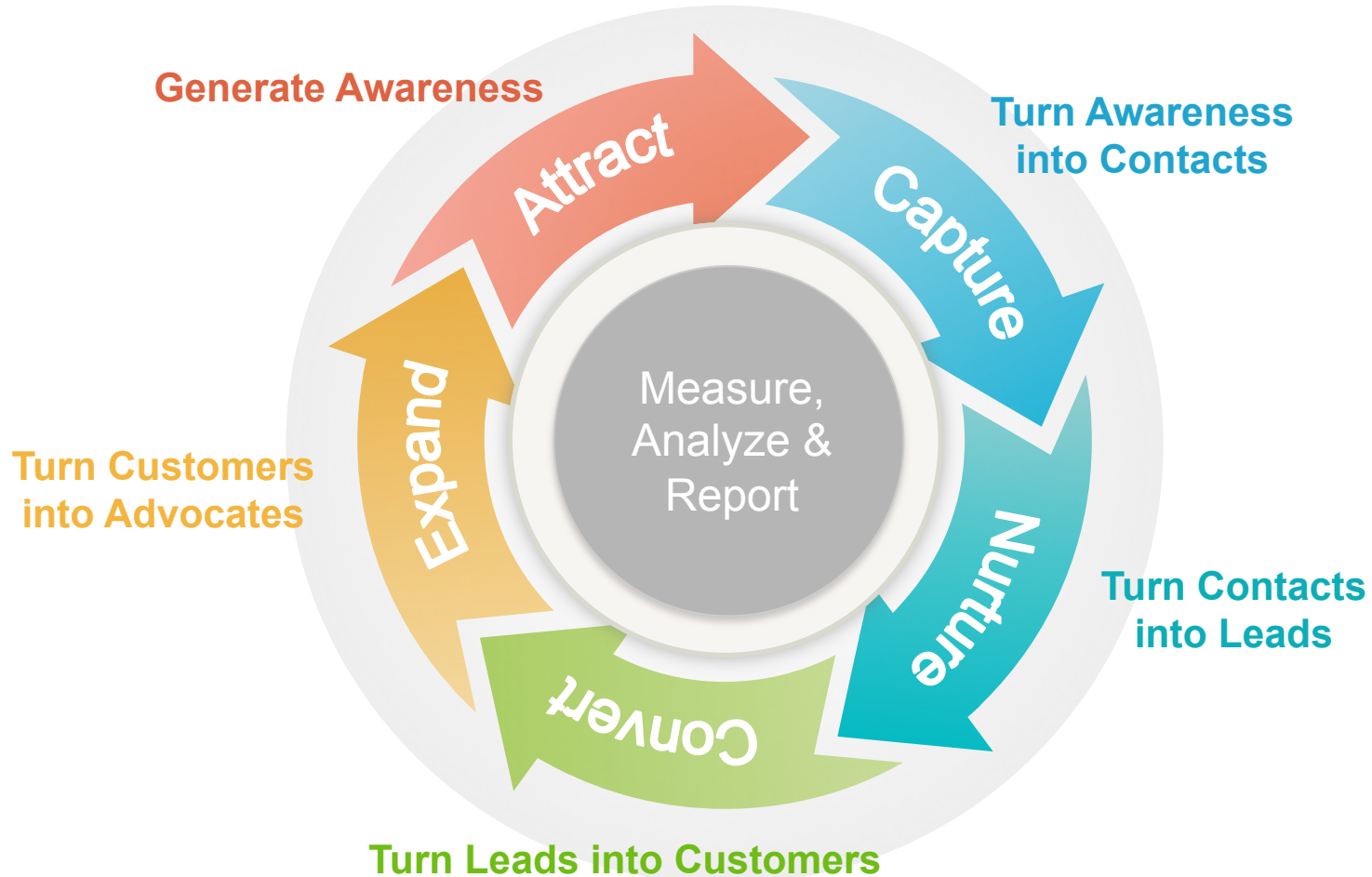


# Marketing Automation: Doing More With Less

Master Class with  
Demonstration



# Automation for the Entire Customer Lifecycle



## SEO

Website &  
all marketing  
assets



## SEM & Advertising

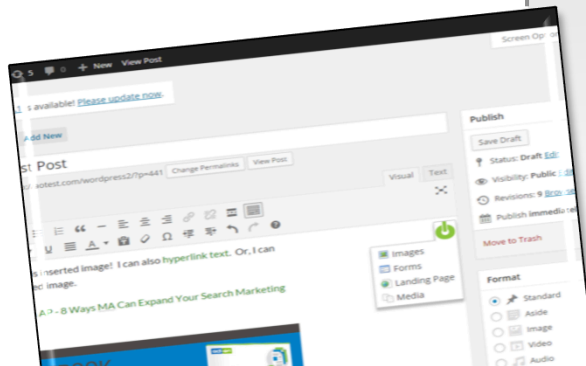
Integrate &  
track online  
advertising



Other Ad networks  
& platforms

## Content Marketing

Act-On  
within CMS



## Social

Publish  
campaigns;  
listen and join  
conversations

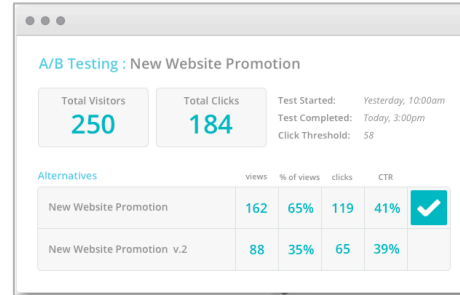




# Capture

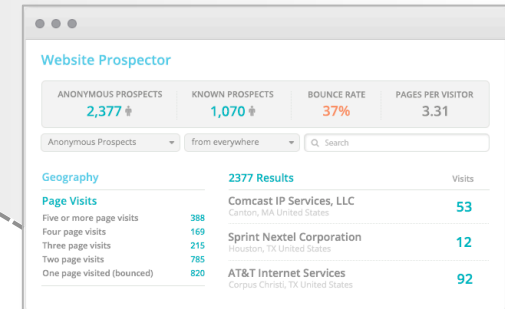
## Forms & LP

Optimized  
to capture



## Website Prospector

From anonymous to known



## Email

Personalized,  
relevant and on  
any device

## Events

Increase event effectiveness

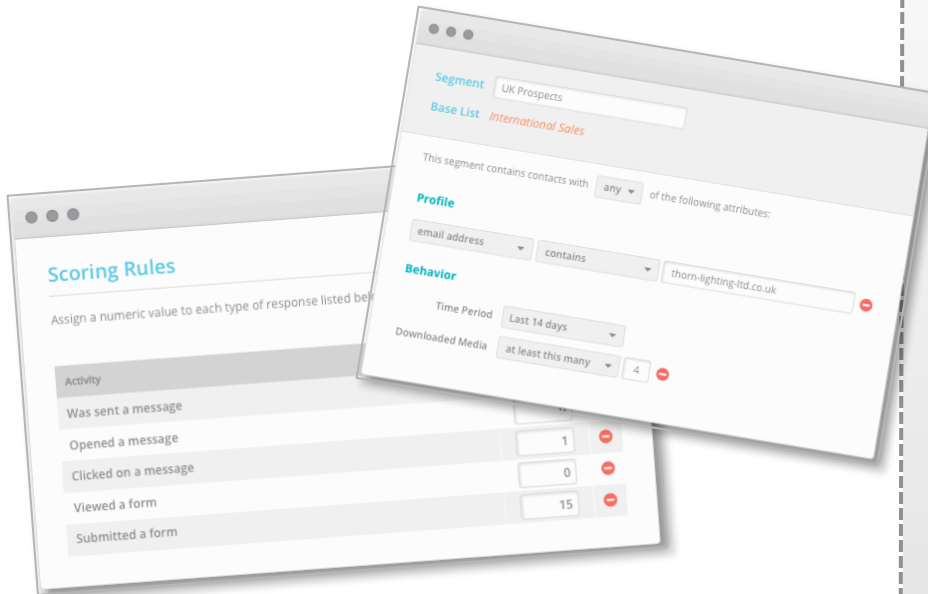
Cisco  
webex

CITRIX®

ON24

## Score & Segment

Score based on demographic and behavioral profiles; Use segmentation to better qualify



**Scoring Rules**

Assign a numeric value to each type of response listed below

Activity	Score
Was sent a message	
Opened a message	1
Clicked on a message	0
Viewed a form	15
Submitted a form	

**Segment**

Base List: *International Sales*

This segment contains contacts with **any** of the following attributes:

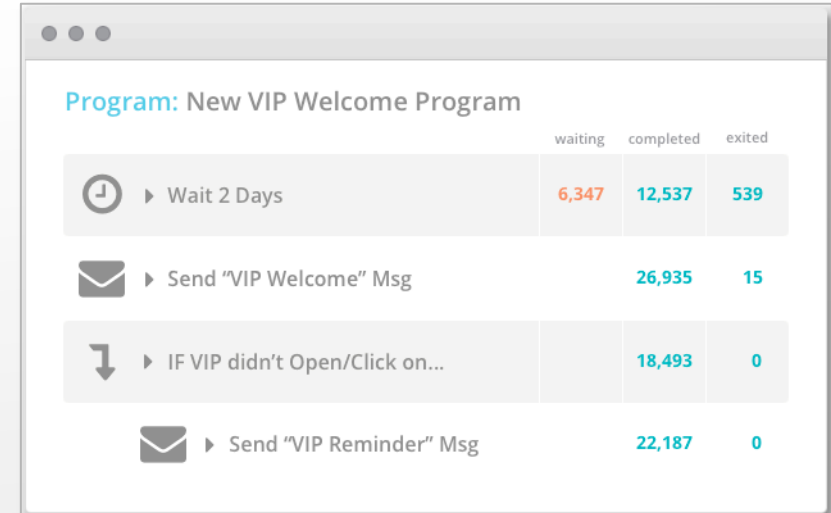
**Profile**

email address contains thorn-lighting-ltd.co.uk

**Behavior**

Time Period: Last 14 days

Downloaded Media: at least this many 4



**Program: New VIP Welcome Program**

	waiting	completed	exited
⌚ ▶ Wait 2 Days	6,347	12,537	539
✉ ▶ Send "VIP Welcome" Msg		26,935	15
⬇ ▶ IF VIP didn't Open/Click on...		18,493	0
✉ ▶ Send "VIP Reminder" Msg		22,187	0

## Automated programs

Engage leads over time based on their responses

**Scoring Rules** [Help](#)

Assign a numeric value to each type of response listed below.

Each addressee's behavioral score will be the sum of these numeric values for his or her individual response types. You can create lists based on those behavioral scores.

☒ Update Scoring Rules

Profile	Score
VP Marketing	20
Executive Officer	25
Student	-100
Recruiter or Job Seeker	-100

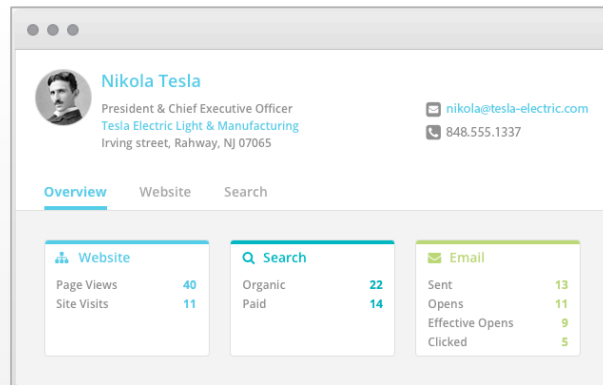
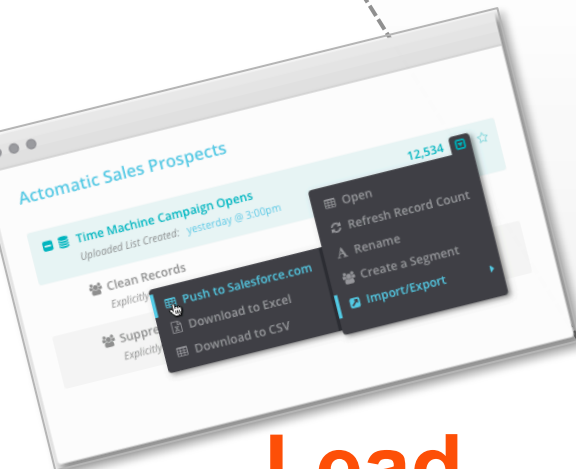
[Add Profile Condition](#)

Activity	Pick Time Period	Score
Was sent a message	All	0
Opened a message		5

## Behavioral Scoring

## Demographic Scoring

Behavior	Point Value
Visitor visited the pricing page.	10
Called sales department.	15
Visitor downloaded the How Do We Compare To Our Competition white paper	5
Visitor browsed company website multiple times in the past 7 days.	5
Visitor downloaded the Evaluation Guide.	5
Visitor clicked on company's Jobs web page.	-5



## Increase Intelligence

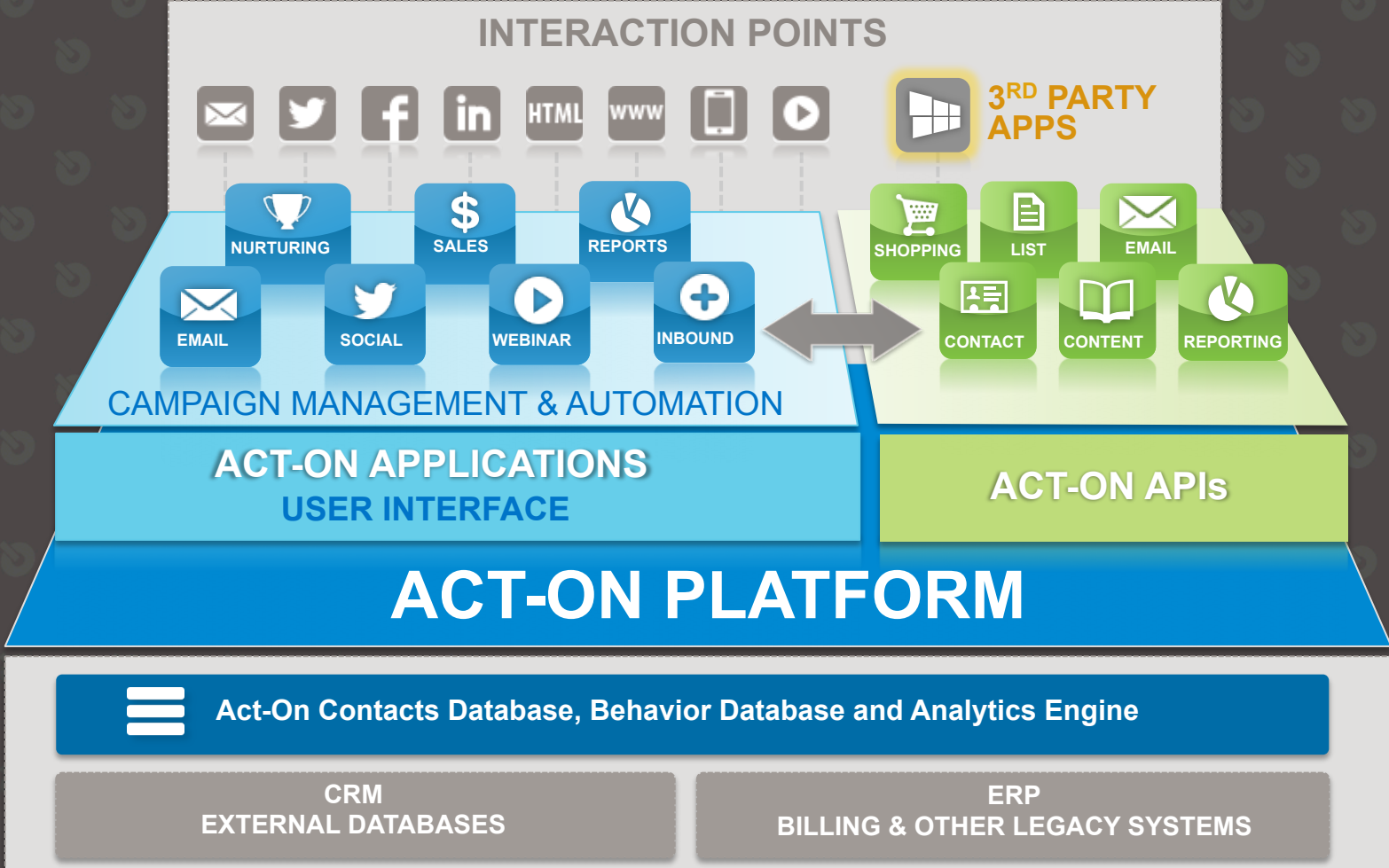
Use profile and behavior to better serve

## Lead Distribution

Distribute high quality leads to sales

## Sales Acceleration

Identify and act on hot prospects





## For more information

- [www.act-on.com](http://www.act-on.com)
- Visit our table at the expo

## Contact us:

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[anthony.seymour@act-on.com](mailto:anthony.seymour@act-on.com)

1

**Intuitive** solution with quick **ROI**

2

**Comprehensive functionality** that includes inbound and outbound marketing across multiple channels

3

**Seamless integration** with systems already being used

4

**Best support in the industry** whenever you need it

The logo for Forbes' 'America's Most Promising Companies' for 2013. It features the word 'Forbes' in white on a dark grey background, followed by 'America's Most Promising Companies' in blue and '2013' in red.The logo for Inc. 500 for 2013 & 2014. It features the word 'Inc.' in black, '500' in large red, yellow, and blue numbers, and '2013 & 2014' in black below.The logo for SaaS TOP 250 by Montclair Advisors. It features a green sunburst graphic with 'SaaS' in white, 'TOP 250' in white on a blue banner, and 'Montclair Advisors' in small black text below.The logo for Frost & Sullivan's 2014 Best Practices Award. It features 'FROST & SULLIVAN' in white on a dark blue bar, '2014 BEST PRACTICES AWARD' in white, and 'GLOBAL MARKETING AUTOMATION SOFTWARE ENTREPRENEURIAL COMPANY OF THE YEAR AWARD' in small white text at the bottom.

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Lead to Revenue  
Management*

The logo for Deloitte's Technology Fast 500 for 2013 & 2014. It features 'Deloitte.' in blue, 'Technology Fast 500' in blue, and '2013 & 2014' in green below.