

Marketing Solutions for



Web Intelligence



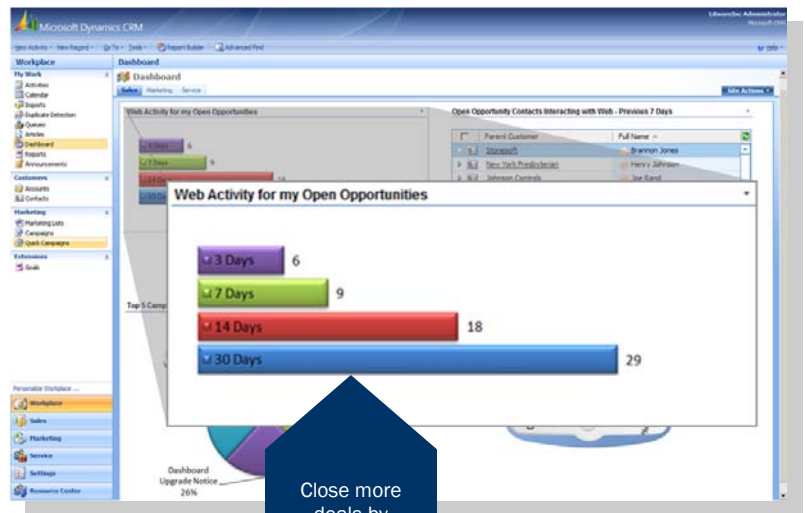
No software to install!

- Turn Web activity into revenue opportunities
- Match Web visitors to CRM Contacts and Leads
- Automate sales follow-up based on Web behavior
- Measure campaign performance by Web conversions

With CoreMotives' *Website Intelligence for Dynamics CRM*, you can easily track your Web visitor activity with Dynamics CRM, enabling a complete view of Web interactions from specific Contacts, Leads and also anonymous visitors. Easily correlate this Web activity to Campaigns, Opportunities, Orders to gain broad insight into the effectiveness of your marketing efforts.

The integration between your existing Web pages and Dynamics CRM gives you the ability to:

- track your Website visitor activity in Dynamics CRM, giving you instant feedback on the effectiveness of your marketing campaigns
- know exactly which Contacts, Leads and anonymous visitors are interacting with your Web site, and exactly which pages they visit
- know how much Web traffic your marketing campaigns are driving, and the resulting conversion rate for each campaign
- trigger automated sales follow-up actions when visitors meet criteria, such as Contacts in a "stalled" opportunity visit designated web pages
- track anonymous visitors and add them to CRM when they meet your criteria, for example 4 page views in 24 hours



Close more deals by serving sales with "hot" call lists based on prospect activity.

Parent Customer	Full Name
Stonesoft	Brannon Jones
New York Presbyterian	Henry Johnson
Johnson Controls	Joe Rand
Johnson Controls	Joy Koski
Hensley Medical Group	Rob Rogers
Johnson Controls	Paul Webster

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It's an easy step to start tracking your Website pages in Dynamics CRM, and to reap the benefits of knowing who is visiting your Web site, and what brought them there.

Most importantly, your sales team is empowered with real-time insight into which of their currently active sales contacts are interacting with your Web site. This is a powerful view that enables each sales person to see:

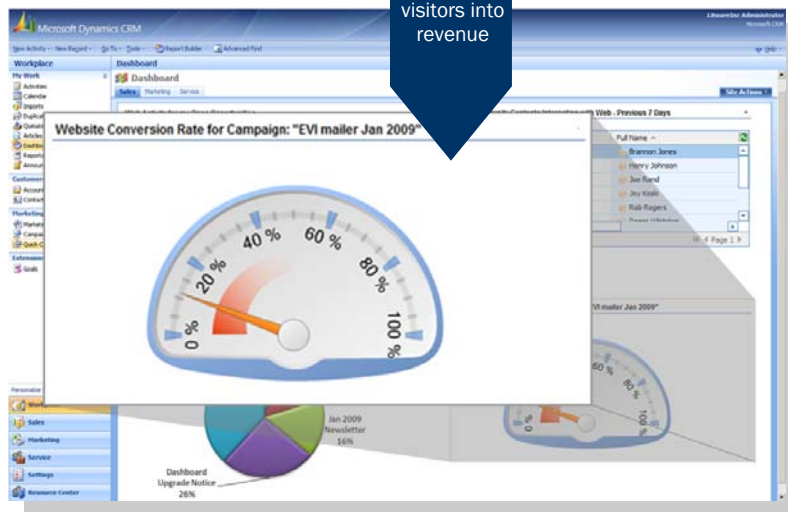
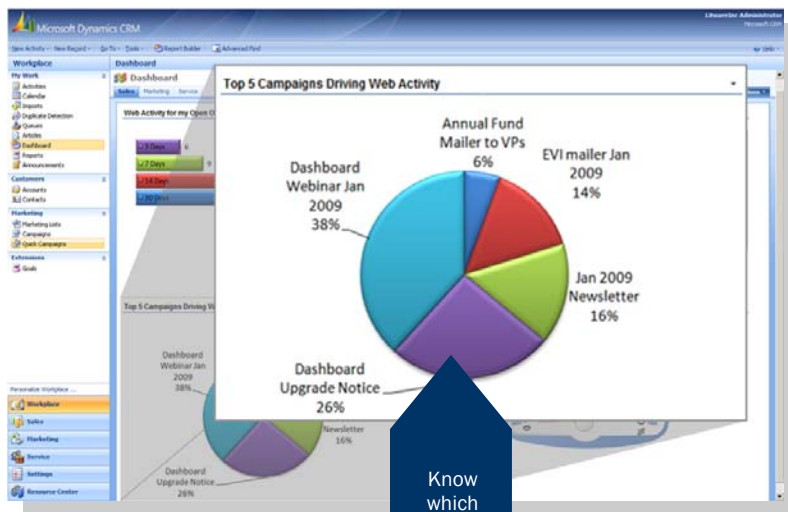
- which currently open Opportunities have Web activity associated with them
- when a previously "stalled" opportunity suddenly begins to interact with the Web site, enabling an immediate re-engagement action by the salesperson
- when a Contact with a expired service contract begins to interact with the Service section of the Web site, and to send a "service renewal" offer
- which banner ads are driving the most traffic to your Web site, and which are resulting in the highest conversion rates

Automate Sales Follow-up Actions

Because you know who is visiting your site, these actions can be used to trigger any number of workflow rules in CRM. Knowing which Web pages your Contacts and Leads are visiting, knowing how they got there, and which campaigns originated the visit, enables you to automate a wide variety of follow-up actions based on visitor Web behavior.

Create Fully Integrated Web Forms

In addition to tracking regular page views in Dynamics CRM, your web forms can submit data directly back into CRM.



Know which campaigns convert visitors into revenue

- Cloud-based with nothing to install on your CRM server. On-premise, partner hosted or CRM On-line!
- Call for a personal demo: 1-404-537-2320