

Net-Results™

M A R K E T I N G A U T O M A T I O N

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Net-Results is simpler to use than comparable demand generation systems because it applies the same features to many tasks... marketers have fewer features to learn, and they can reuse their work across many functions... In an industry where every competitor is striving for greater ease of use, stand-out simplicity is an impressive achievement.”

— David Raab
Raab Associates, Inc.

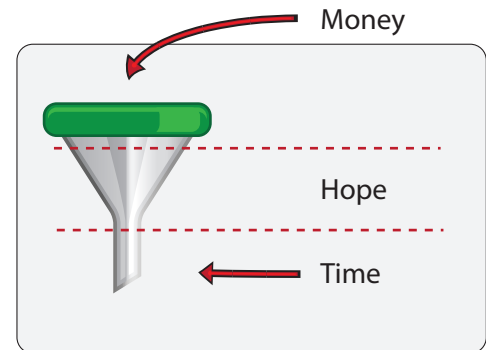


Marketing automation you can use... without a PhD.

Stop hoping; Start automating. Take Net-Results for a spin today.

The Problem is Hope

We pour resources into the top of the sales funnel to generate leads and spend time at the bottom with the hottest prospects. The problem is in the middle of the funnel – we hope.



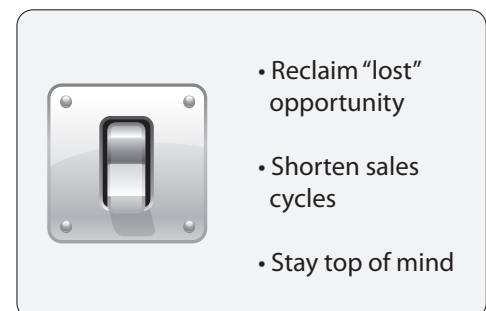
Replace Hope with Automation

Activity doesn't equal results, and with Net-Results marketing automation, you can automate and optimize your activity to stimulate more results from the prospects caught in the middle.



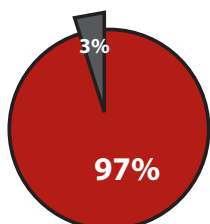
Automation is Your Breakthrough

Every contact you've ever had is still a prospect – and every former customer could be a customer again. Where will you be when they're ready? Automation keeps your company top of mind and lets you know when a prospect's timing is right for sales follow-up.



How sales "ready" are your leads?

Research shows nearly 97% of leads are in the decision-making process but not ready to pull the trigger. Why not? Reasons can include budget, personnel, workload, office politics, etc. So how can marketing automation help you create opportunities out of the 97%?



- Identify and elevate your best leads through lead scoring
- Keep your business top of mind through timely, targeted nurturing campaigns
- View real-time web visitor activity and respond instantly based on alerts to your email and smart phone
- Fix the leaky pipeline with automated behavioral-based campaigns

Get the power of 1:1 communications on a scale of 1:many... with Net-Results, you can!

Set-up takes hours instead of weeks... so you can utilize these benefits sooner

My Visitors

Roger Williams | rwilliams@rockwoodcomp
Rockwood Company, Inc.
 Golden, Colorado, United States

Page View Details	Duration
/who-we-are/index.php	00:02:25

Recognize web visitors

Identify web leads and pages viewed, time on site, referring sources, etc. for relevant follow up

Campaign Action Setup

Adjust Lead Score

Adjust Lead Score: Add [dropdown] 10

Add to Campaign [Select Campaign dropdown]

Add to List [Select List dropdown]

Utilize lead scoring

Automate changing a lead score so the most qualified prospects receive immediate attention

Remove Add Conditions

Visit Duration Is Greater Than 6 Minutes

and

Number of Page Views Is Greater Than 4

Create multi-touch campaigns

Send automated emails based on a recipient's unique behavior for customized communications

Alerts

Recent Visitor

Mark Smith of DataTeleCom spent 6:22m
 msmith@datatelecom.com | 212.555.1935

Page View Details

Pages Viewed for Visit 1	Date	Time	Duration
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Set real-time email alerts

Get notified when a visitor is demonstrating sales-ready behavior for rapid follow up

Session registration & chance to win a Netbook!

Name: [input]
 Email: [input]
 Mobile Phone: [input]

Web Form Mappings

Create Form Map

Form URL: http://www.tmc.com.com/netboo

Retrieve Form Fields

Mapping: Netbook

Name	Field
First Name	[dropdown]
Email	Email Address

Map existing web forms

Capture contact data (no IT required) to add web leads to lists and campaigns in minutes



Streamlined reporting

Analyze visitor and campaign data quickly and easily to see trends, top-performers, etc.

Lists

Name	Size
Webinar Sign-Ups	592
Webinar Follow-Up Group	13
February Customers	2781
New Customers	1235

Manage contacts & lists

Segment data with behavioral statements to create targeted lists for future campaigns



Integrate with your CRM tool

Synchronize and update data across multiple platforms to eliminate manual processes

Getting started is easy...

Set-up literally takes hours as opposed to weeks.

To see what Net-Results can do for you, please go to www.net-results.com/demo, or call us at (877) 946-4487.

www.Net-Results.com

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1.877.946.4487

Net-ResultsTM
MARKETING AUTOMATION

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