



For Immediate Release

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Net-Results™ Integrates Marketing Automation Platform with Salesforce.com

Marketing automation leader launches new application for marketing professionals to enhance prospecting and lead management

GOLDEN, Colo., Sept. 2, 2009 – Net-Results, the industry leader in efficient and cost-effective sales and [marketing automation](#) solutions, today announced the integration of its proprietary marketing automation platform and lead management tools with Salesforce.com. Coupled with one of the most widely utilized CRM offerings, Net-Results' new application seamlessly bridges the gap between sales and marketing with regard to prospect and lead handling. The integration package is now available on the AppExchange at <http://sites.force.com/appexchange>.

"Net-Results' intuitive and comprehensive lead behavior tracking and management system provides a huge benefit to existing Salesforce.com customers who are running lean in this economy and can't afford to lose a good lead or waste time on weak prospect," said Net-Results CEO, Michael Ward. "Having accurate and detailed prospect activity data available in real-time accelerates the sales cycle that impacts your company's bottom line."

Salesforce.com customers can easily download the Net-Results' package into their account to provide both real-time summary data and detailed visit information for all accounts, contacts and leads. The Net-Results' system not only tracks each visitor's information to a customer's website, but also delivers the most recent visits, pages viewed, total visit duration, page visit duration, navigational path, referral source, search terms, entry page, exit page, and more. This extensive tracking capability allows users to understand the interests and focus of prospects at a highly individualized level.

To further improve the efficiency of lead tracking, the Net-Results' Salesforce.com integration allows quick and periodic synchronization of accounts, contacts and leads, both to and from Salesforce.com accounts. Net-Results allows the defining of contacts to synchronize with Salesforce.com at an individual level or on a reoccurring criteria-based level.

Net-Results customers can install the Salesforce.com application free of charge. For more information please visit www.Net-Results.com.

About Net-Results™

Founded in 2003, Net-Results is an on-demand Internet technology company focused on promoting excellence in sales intelligence and online marketing while providing value to customers of all sizes. Net-Results Marketing Automation "teaches websites to listen" by identifying visitors and delivering actionable leads to sales teams. Starting at just \$99 per month, Net-Results offers a powerful marketing automation service with affordable pricing.

