



## For Immediate Release

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### **NET-RESULTS™ RAISES THE BAR FOR AFFORDABLE LEAD MANAGEMENT AUTOMATION SOLUTIONS**

*Marketing Automation Firm's Latest Release Includes Enhanced API, Enterprise-Class Security and Best-In-Class Email Deliverability*

GOLDEN, Colo., Oct. 19, 2009 – Net-Results, an industry leader in cost-effective sales and marketing software solutions, today announced the 2.4 release of its [lead management automation](#) platform. Already recognized for its stand-out simplicity and rapid implementation, Net-Results' latest release includes a host of enterprise-class features and enhancements for the small and mid-sized business audiences.

The 2.4 version delivers a SOAP API that enables tight integration with commercial, open source and home-grown CRM applications allowing customers to automate their lead management tasks without disruptive change to existing sales processes.

“This release illustrates Net-Results' commitment to providing enterprise-class marketing automation to customers of all sizes,” says Net-Results Founder and CEO Michael Ward. “We continue to set the bar where power and value intersect in this industry.”

Net-Results' newest version includes substantial security enhancements with the addition of user roles for complete control over ownership of contacts, lists and campaigns as well as user profiles that allow tight restrictions as to which features a given user may access. Net-Results' security architecture allows customers granular control over user permissions, data integrity and information management.

The updated product release also offers best-in-class email deliverability via Net-Results' partnership with VerticalResponse. Recognized as a leading email service provider with high standards and strict anti-spam policies, VerticalResponse is an ideal provider for Net-Results' clients.

For more information please visit [www.Net-Results.com](http://www.Net-Results.com).

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#### **About Net-Results™**

Founded in 2003, Net-Results provides affordable lead management automation software-as-a-service (SaaS) to companies of all sizes. Net-Results' software “listens” as prospects and customers interact with websites and marketing campaigns, identifying sales-ready leads and shortening sales cycles. Net-Results provides tools to automate follow-up with individual prospects based on actual behaviors and interactions. Net-Results customers generate more leads, build leak-free sales pipelines and close more business. Starting at \$99 per month, Net-Results' combination of power, simplicity and affordability is an unmatched value in marketing automation.

