

## For Immediate Release

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## **NET-RESULTS™ INTEGRATES SOCIAL NETWORKING INTO LEAD MANAGEMENT AUTOMATION PLATFORM**

*Marketing Automation Leader Launches Twitter, LinkedIn and  
Jigsaw Visibility Management in 2.4 Release*

GOLDEN, Colo., Oct. 20, 2009 – Net-Results, an industry leader in cost-effective sales and marketing software solutions, today announced that the recently released 2.4 version of its proprietary [marketing automation](#) platform leverages top social media applications to give clients an even greater edge in converting prospects and leads into customers.

Net-Results' extensive tracking capability and incorporation of popular social networking tools allows users to understand the interests and focus of prospects at a highly individualized level while maintaining the service's trademark usability. Net-Results' Visitor Center and Contact Profiles now include integration with leading social media applications, including Twitter, LinkedIn and Jigsaw.

"The Net-Results platform is all about listening to prospects and customers, understanding, and responding intelligently," said Net-Results Founder and CEO Michael Ward, "Social media integration enhances our customers' ability to nurture prospects based on actual behavior."

The product "listens" as prospects and customers interact with websites and marketing campaigns in real time, providing actionable information at the individual level. With the 2.4 release, Net-Results users can easily access a given prospect's LinkedIn profile and recent Twitter updates. The new integration with Jigsaw makes it easy to research and acquire new prospects which are added seamlessly to Net-Results.

Net-Results' intuitive solution is designed for sales and marketing teams that realize the importance of personal connections and targeted approaches. These new social media offerings have been tightly integrated, enabling users to better manage their time by researching prospects through a single interface rather than having to visit multiple sites.

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.

