



## SILVERPOP FOR SALESFORCE.COM

Seamless connection to the world's  
No. 1 on-demand CRM service

**S**ilverpop, the only provider of a scalable, integrated email marketing and marketing automation platform, provides marketers seamlessly integrated, point-and-click tools that synchronize Salesforce.com data and email marketing activity. The result? Improved relevance of marketing messages and a clear view into marketing activity for Salesforce.com users.

Traditionally, marketers whose organizations use Salesforce.com for CRM or sales force automation purposes have had to maintain two separate contact databases, creating a high potential for duplication of contacts or other data errors. Meanwhile, Salesforce.com users have had no view into the marketing activities associated with leads or contacts.

Here are four key ways you'll benefit with Silverpop:



- 1) **Synchronize Salesforce.com lead and contact data with Silverpop.**
  - Use Salesforce.com as your database of record
  - Automatically prevent duplication of data between systems
  - Leverage Salesforce.com lead and contact data for segmentation, targeting and reporting in Silverpop and increase the effectiveness of your marketing efforts
- 2) **View detailed Silverpop mailing and Web-browsing activity directly within Salesforce.com.**
  - Provide your sales team and other Salesforce.com users with a clear view into marketing activities associated with lead and contact records right from within the Salesforce.com interface
  - Build reports, dashboards, alerts and other Salesforce.com outputs based on the synchronized marketing data from Silverpop
  - Take alerts to the next level and share with your team in real-time via Silverpop's Salesforce.com Chatter integration
- 3) **Enable your sales team to send marketing-approved messages to contacts directly from the Salesforce.com user interface and automate campaigns to better connect with your prospects and customers.**
  - Sales can choose from pre-loaded, marketing-defined mailing templates and personalize them
  - Ensure your messages are delivered every time with Silverpop's superior deliverability
- 4) **Manage the synchronization with an intuitive, visual field mapping tool.**
  - Easily configure and edit which data fields you'd like to map
  - Quickly define synchronization logic to control the flow of data
  - Do all this with no IT resources needed

With a bidirectional, real-time flow of data between Silverpop and Salesforce.com, marketing and sales data are kept in constant sync, providing clear visibility into all customer actions and marketing activity.

Contact Silverpop today to learn more about how easy it is to integrate Silverpop with Salesforce.com.