SUGARCRM

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SILVERPOP AND SUGAR
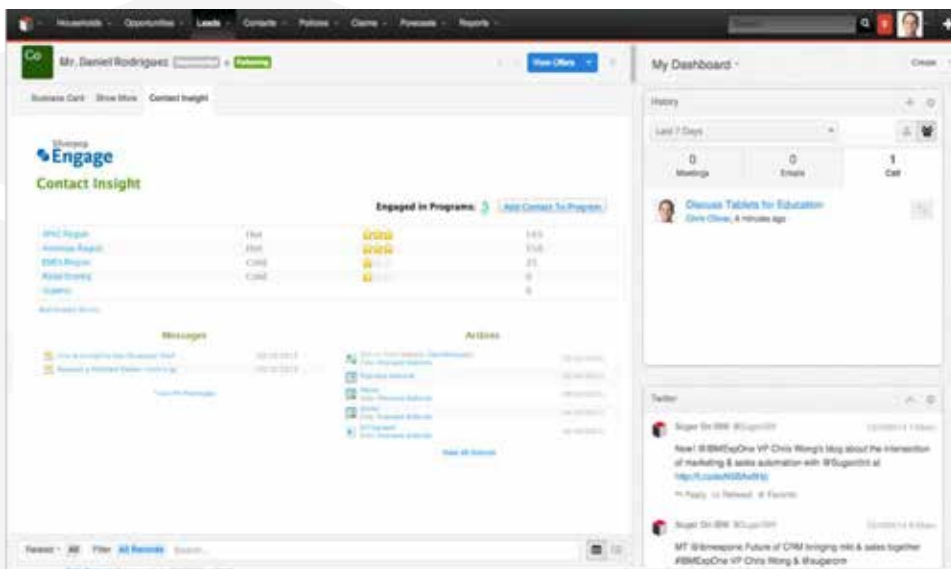
MARKETING AUTOMATION AND CRM OPTIMIZED

Being able to capture and utilize your customer data effectively is the goal of all marketers today. We live in a time where relevant data is a roadway to effective marketing, and without it your marketing initiatives will be hopelessly lost. With so much data available to marketers, how can you ensure that you are applying the appropriate customer data to the correct customer? Silverpop, an IBM Company and Sugar have joined together to provide a complete integration between marketing automation and Customer Relationship Management that will help you exceed your customers' expectations. This strategic partnership will help you take your marketing to the next level in customer experience, and will also ensure a consistent customer experience across marketing, sales, and service, and across digital and human touchpoints.

MARKETING AUTOMATION AND CRM UNIFIED

Silverpop and Sugar are unifying Marketing Automation and CRM in order to help bridge the gap between your customers and personalizing their interactions with your brand or company.

With Silverpop and Sugar your customer data is always relevant, helping you to power your webforms and nurture programs with the most up to date information. This integration allows you to not only better qualify your leads through tracking all customer interaction with your company, but also follow-up on them based on their score and the interactions they have had with your company in the past.

The complete solution ensures a consistent and optimized customer experience across marketing, sales and service, and spanning human and digital touchpoints.

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Some of the features include:

Automatic Customer Data Sync: Data loaded into Sugar is automatically synced with the Silverpop Engage platform. This bi-directional sync is designed to keep your data in both databases relevant and up to date at all times. Once customer data is synced, you can begin to send personalized messages through Engage or Sugar. This also prevents duplicate records in your database, keeping your data clean and usable at all times.

Customized Alerts: With the Sugar and Silverpop integration, you can set up alerts to inform you or your sales team when a customer reaches a certain score or rank. Scoring models can be built based on behavioral actions that your customers and prospects are making such as downloading a whitepaper, browsing your website or entering into a program or based on collected demographic information on the prospect and their company.

Contact Insight: Leverage the Contact Insight tool to open and track all of the interaction your customer/prospect has had with your brand. Help your sales team get a 360 degree view into the marketing activities a customer has interacted with from your company. Get deeper with contact insights and see messages customers have read, see what messaging is most appealing to the individual, and score them based on their actions. A sales person can also add a contact to a program from within the CRM system - hence triggering a marketing program on behalf of their prospect.

Silverpop emails sent directly from Sugar: Empower your sales team to customize pre-configured email templates that they can use to communicate personally with their customers and prospects. The templates are shared directly within Sugar without the need to access Silverpop directly. All email sends are tracked and benefit from the superior deliverability infrastructure that Silverpop offers.

TO FIND OUT MORE ABOUT HOW SILVERPOP AND SUGAR CAN BENEFIT YOUR COMPANY, PLEASE CONTACT US TOLL-FREE AT 1-866-SILVPOP (745-8767) OR EMAIL US AT IBM@SUGARCRM.COM.

www.sugarcrm.com