



Marketing **Automation** for the **rest** of **us**TM



Define
Audiences



Build
Campaigns



Manage
Execution



Analyze
Performance



eTrigue DemandCenterTM

eTrigue DemandCenter brings marketing and sales together and helps you foster a better dialog with your prospects.

- Create powerful campaigns quickly
- Nurture leads more effectively
- Measure and report results fast
- Analyze campaigns automatically
- Qualify prospects with 3-D Lead Scoring
- Start generating qualified leads in days

“**eTrigue** is by far the **easiest** way to launch **more** marketing campaigns and generate **qualified** leads.”

– VP, Demand Generation, CompuCom

“ It does **More.** It costs **Less.** ”

Easy

Identify who's interested and qualified

Target and automate communications

Measure and refine processes

Deliver actionable information to sales



Define Audiences



Build Campaigns

eTrigue DemandCenter Features

- **Email Campaign Marketing Engine**
Create marketing campaigns with less time and effort. Launch multi-step programs or ad-hoc email campaigns and landing pages in minutes.
- **Lead Nurturing**
Create ongoing campaigns to warm prospects into viable, sales-ready leads.
- **Prospect Activity Tracking**
Know who's active and ready to buy & automate lead nurturing to build stronger relationships.
- **Real-time Lead Alerts**
Receive detailed prospect activity alerts via email in real-time, at predetermined reporting intervals, or in your CRM system.
- **Marketing Effectiveness Dashboards**
Measure and analyze program effectiveness and quickly see what activities are working.
- **Campaign Analysis**
Profile, segment and report with powerful search-based data management.
- **Social Media Measurements**
Track and report on the source, effectiveness and conversion of social media.
- **3-D Lead Scoring**
Evaluate prospects in your database based on their unique “who, what and when.”
- **Easy, Fast, Unlimited**
Complete setup, training and support – all included. Flat-rate pricing. Unlimited email sends, visit tracking, landing pages and unlimited user accounts.

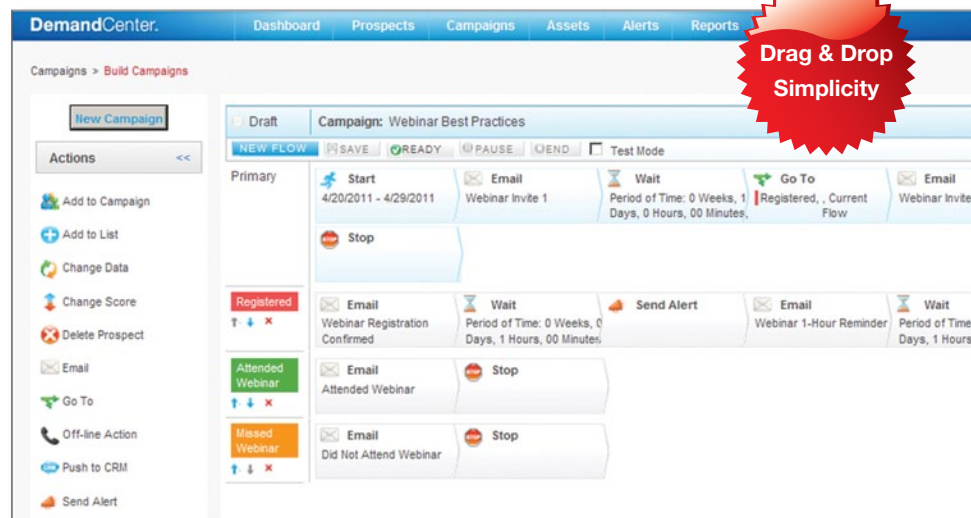
Target the Right Audience with Search-based Profiling

Quickly build target audiences based on title, geography, company or any other demographic information. Include web activity—web page visits, asset downloads, and form fills to accelerate the sales process by delivering timely and relevant information to prospects and your sales team.

Easily Build Single and Multi-step Nurturing Campaigns

Build simple email campaigns and landing pages or sophisticated multi-stage nurturing programs with DemandCenter's intuitive drag-and-drop interface. Quickly storyboard customer journeys with the “marketing friendly” campaign builder. Advanced validation and real-time testing pinpoint potential problems. DemandCenter ensures you'll never accidentally send duplicate messages. Contextual Progressive Forms help you significantly improve conversion rates.

Build Campaigns



Drag-and-drop campaign builder

It's that Simple.



Manage Execution

Track Prospect Activities and Qualify More Leads

DemandCenter takes managing campaigns to a new level. Real-time statistics show success at each step: emails sent, visits, form fills and more. View and edit multiple campaigns simultaneously. The ability to pause or edit running campaigns encourages on-going refinement and real-time adjustments for unexpected holidays or other late-breaking news and events.



Analyze Performance

Measure the Effectiveness of Marketing Campaigns

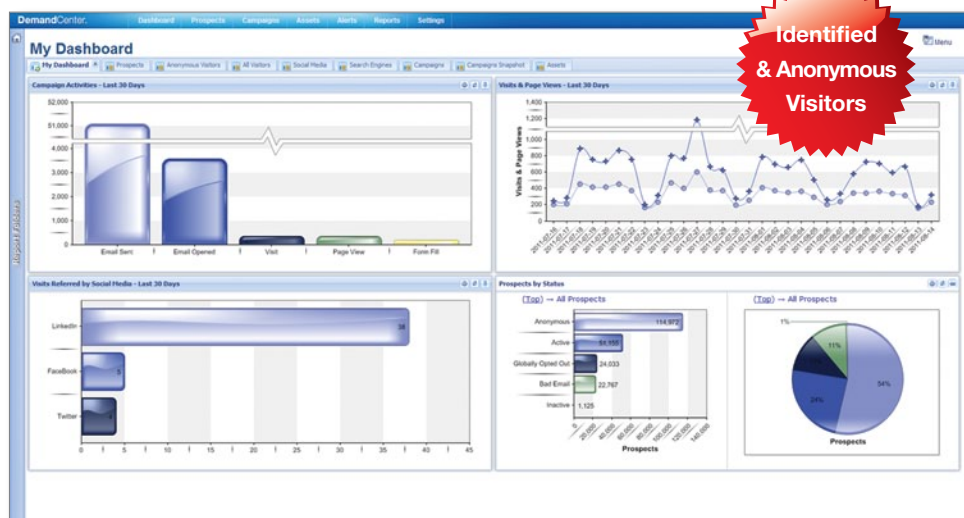
Measuring program and message effectiveness is key to determining where to invest marketing dollars. eTrigue gives you the tools to easily analyze your marketing programs to demonstrate individual campaign, message and marketing program effectiveness. You can easily identify which programs have delivered qualified prospects to sales, and understand why.

Flexible CRM and API Integration

eTrigue provides seamless integration with Salesforce CRM and other major CRM solutions to provide detailed customer activity information to sales without requiring them to learn another application. eTrigue API lets you integrate across multiple applications.



Track Effectiveness



Comprehensive dashboards and reports

Real-Time Alerts



Know who's active with real-time Lead Alerts sent via email or updated within your CRM

“**Real-time** prospect visit tracking gives us **fast** and **accurate** information on the “**hottest**” leads.”

All Inclusive – No Surprises

eTrigue's flat-rate pricing model includes everything you need to run effective lead nurturing campaigns.

eTrigue is designed for organizations large and small to run effective and intelligent demand generation programs without requiring dedicated resources or support from IT.

No dedicated resources needed.

eTrigue's fixed monthly subscription fee doesn't limit how many emails you can send, or limit the number of marketing or sales accounts you use.

There are no hidden costs.

Quick start set up includes:

- Web site and CRM integration
- Set up of lead alerts and reporting
- Design assistance
 - Email templates
 - Landing page templates
 - Custom forms
- Assistance developing and launching your first campaign
- Personalized training for marketing and sales teams
- Dedicated Success Manager for ongoing support

About eTrigue Corporation

eTrigue's DemandCenter™ marketing automation platform helps marketers build more successful demand generation programs that target, nurture and qualify prospective customers based on their “digital biography.”

eTrigue Intelligent Demand Generation™ SaaS products improve the way marketing and sales teams generate qualified leads and close sales more quickly.



Marketing Automation for the rest of us™

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