



Unleash the Communications Power of Salesforce

Add Highly Sophisticated Email Campaigns from Your Salesforce Account

GOLD LASSO GETS IT DONE FOR YOU WITH ONE-CLICK INTEGRATION.

Through enhanced campaign automation capabilities, sales teams can now rest easy knowing their timely email follow-ups and lead nurturing correspondence will be effectively targeted, personalized and measured. The Gold Lasso app empowers a single user to manage campaigns on behalf of the sales team without removing personal elements that are often lost in large-scale campaigns. Gold Lasso's Salesforce integration enables true 1-to-1 customized campaigns that include each sales person's unique reply address.

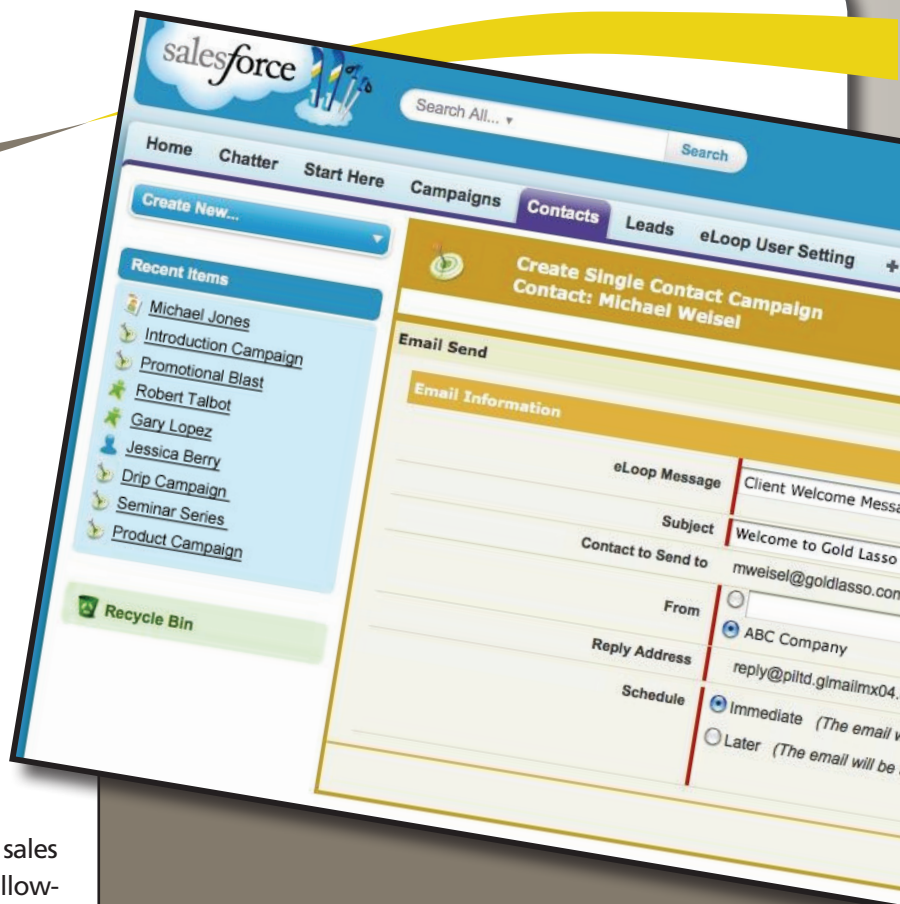
Access the free app to harness the value of:

- Dynamic content and personalization tools
- Sales automation and lead nurturing capabilities
- Robust reporting of sales and marketing campaigns
- Marketing department control of sales communications

Now Available!

appexchange[™] 2

Search "Gold Lasso"



HIGHLIGHTS

- Sophisticated email campaigns -- sent directly from your Salesforce account
- Easy to implement, no cost integration
- Bidirectional, secure transfer of data between Salesforce and Gold Lasso

WHO IS GOLD LASSO?

Gold Lasso is a leading provider of robust multi-channel marketing software and services. We put greater marketing success within reach by offering businesses long-term, scalable solutions paired with hands-on customer support. Our technology is powerful yet cost-effective, allowing easier interaction with customers in a relevant, personalized way.

Seamless Integration

AUTOMATED PROSPECT TARGETING CAPABILITIES

Automation and personalization features in eLoop include the ability to pre-schedule strategically timed follow-ups based on subscribers' actions (i.e. clicks, opens, forwards) or other custom criteria. In addition, messages can dynamically insert contact information, product information, signatures and geographically-based promotions.

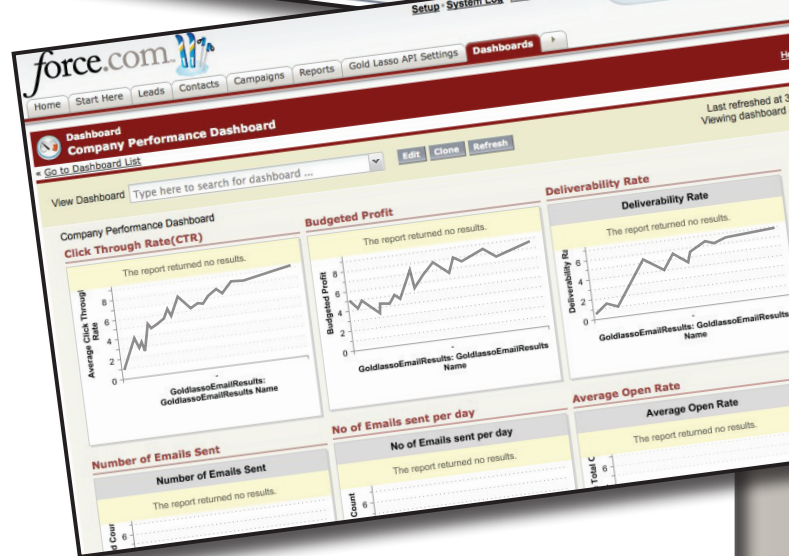
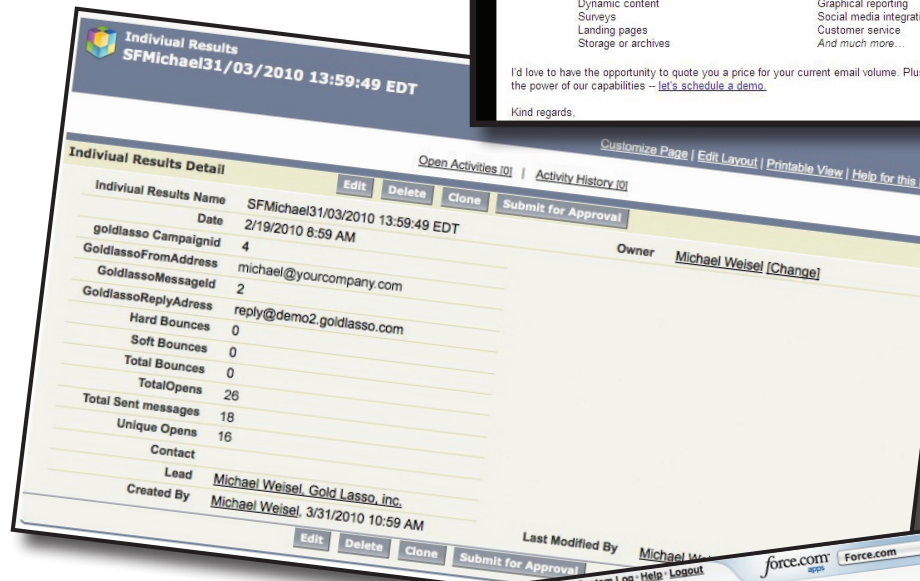
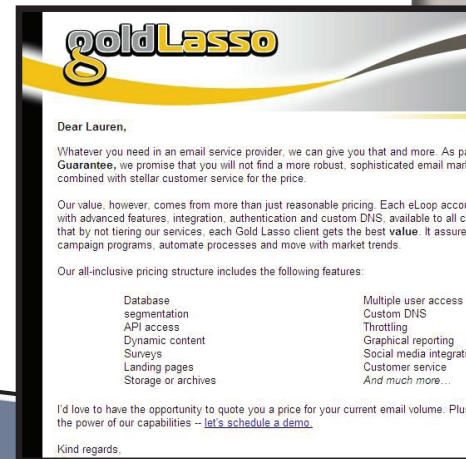
SYSTEM INFORMATION

- Requires Gold Lasso eLoop account
- Web-Based application supports:
 - IE 7+
 - Firefox 2+
 - Safari 4
 - Coming soon: Chrome
- API and web form integration is available, call for details
- User permission management capabilities

PRICING

- This app is FREE for all Gold Lasso clients
- Accounts start at \$510/mo for up to 100,000 transmissions - all enterprise features included
- Unlimited database storage & customer service is included in pricing
- Volume discounts available
- Discounted for Non-Profits and NGOs

Send emails directly from Salesforce using your company's HTML templates.



FOR MORE INFORMATION CONTACT:

Gold Lasso

25B Chestnut Street
Gaithersburg, MD 20877

P: 301-990-9857 • F: 301-990-9856

<http://www.goldlasso.com>

