

ProspectFinder® for Salesforce



Abstract

ProspectFinder matches companies visiting your website with existing companies in your Salesforce providing your business with new leads, valuable information about existing prospects and customers activities and interests. This enables your sales and marketing team to focus on more qualified leads and use customer intelligence for increased profitability.

Description

[ProspectFinder](#) for Salesforce is a fully integrated sales and marketing solutions for lead generation and business intelligence based on company visits to your website. [ProspectFinder](#) converts anonymous website visits to identified companies. The companies can be qualified and filtered upon criteria such as, visited pages, size, and region before being imported and matched with your Salesforce database. When imported a new companies appears as a new lead with detail real-time email alerts for the sales team to work with. Existing companies in Salesforce will receive updated information about time of visit, pages viewed, search engine words for the sales team to take action upon.

In all cases [your sales and marketing organisation get all the necessary contact information, such as address and telephone number, along with more in-depth company-related information, such as number of employees, turnover, and sector, which enable decision if a company would be a valuable potential customer.](#) (Valid for European companies)

Providing a true ROI for sales and marketing, ProspectFinder also bridges the gap between your website and sales making the most of every marketing dollar

Highlights

Name	Description	Type
Visits	An overview of all your website visits imported into Salesforce. Detailed information on each visit.	■
Leads	Several custom fields with ProspectFinder Information ie. Last Visit, Pages visited etc.	×
Accounts	Several custom fields with ProspectFinder Information ie. Last Visit, Pages visited etc.	●

■ = Custom Object, □ = Custom Tab, ● = Custom Link, × = Composite Component

Features & Benefits

- Automatized new lead generation provides sales and marketing organisation with hot leads directly into Salesforce
- Improved sales efficiency with information about website activity on new leads, prospects and customers
- Dun & Bradstreet company information on identified website visitors
- Real-Time Email Alerts. Notify individual sales agents about new leads or existing companies website visits, allowing for timely follow-up.

Requirements

External Service	ProspectFinder Webservices
Salesforce.com Edition	Unlimited Enterprise Professional

Specifications

Publisher	Enecto AB
Type	Composite
Salesforce.com Certification	Yes
Pricing	Per user pricing, Volume discounts available upon request

 User Salesforce.com, Enecto

VISITS

SETTINGS

SALESFORCE.COM

prospectfinder3®

Quick search

Configuration

Username:

Days to retain traffic:

Password:

Filter:

Create leads: ☒

Sync interval:

Sync log

Tue Mar 10 17:37:19 CET 2009 INFO: Checking for required objects
INFO: Required objects found.
INFO: Found 0 visits attached to converted leads
INFO: 15 visits to match
ERROR: null

Account mapping

Account fields

☒  Company_ID__c

☒  Name

☒  ShippingPostalCode

☒  ShippingCity

☒  ShippingCountry

☒  AnnualRevenue

OrgId

Organization

Postal code

City

Country

Sales (EUR)

Available fields

DUNS number

OrgId

Organization

No. of employees

Address

Address 2

Postal code

City

Country

Sales (EUR)

Phone number

Fax number

Website

SIC (All values)

SIC (First value)

SIC Description (All values)

SIC Description (First value)

Time

 Save

 Help

 Logout