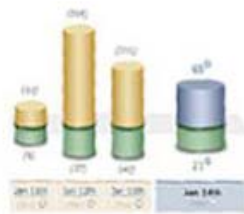




Email Marketing + Web Analytics + SaaS Integration



BridgeMail System™ Email Marketing

KEY ATTRIBUTES

- Mature email marketing platform
- Immediate implementation
- Comprehensive feature set includes a full set of email marketing tools, lead scoring, lead nurturing, landing pages, and much more.

The BridgeMail System™ is a mature email marketing platform seasoned by years of service to a wide range of customers and hundreds of millions of sent email messages. The email platform is used by customers ranging from tiny one-person companies to large multi-nationals like Dell, HP, and Microsoft.

What A Seasoned Email Marketing Platform Means To You:

- Email links won't break under stress.
- An expanded email feature set.
- An intuitive interface designed for email work flows
- A tool that embodies expert understanding of email's critical role to your business.
- Knowledge from several years' experience navigating turbulent email marketing waters.
- Long standing ISP relations that maximize email delivery.
- Extreme reliability via fully scaled, battle tested platform hardened by years service.

salesforce.com®
Success On Demand™

Rave Reviews

Reviews

5.0
out of 5



Bridgemail System™ Features Include:

- Immediate Implementation
- Kick Start Kit
- Dedicated Customer Success Consultant
- HTML Email Publishing & Hosting Services
- Forms & Landing Pages
- List Management
- Campaign Performance Reports
- Campaign Analytics and Key Performance Indicators
- Lead Scoring
- Lead Nurturing
- CRM Integration

BridgeStatz Web Analytics

KEY ATTRIBUTES
▪ Seamlessly integrated with BridgeMail System™ and Saashups™
▪ ID Web Visitors' by Company and Email Address
▪ Complete Website Analytics
▪ Online campaign performance tracking

BridgeStatz™ contains all the tools and reports necessary to monitor your Website visitors, optimize your online presence, follow marketing, and increase your return on investment. With Interface simplicity stepped up another notch and features like page grouping and domain comparison reports, BridgeStatz is a problem solver for blogs, small business sites, and the largest multi-domain enterprises equally.

Web Analytics Features Include

- AdCaM® - Campaign Conversion Reporting
- Identities®
- Keyword Tracking
- SEO Analysis
- StatCaster® - Real-Time Information
- Click Path Reporting
- Conversion Funnel
- Page Groups
- Complete World Mapping
- Touch Mapping® ("Heat Sensing" overlay)
- Activity Alerts
- Page Alarm®

Salesforce Integration Overview

- Mass email marketing with complete performance reporting & analytics
- Lead Scoring & Sales Alerts
- Set persistent data synchronizations between MakesBridge & Salesforce Leads, Contacts and Campaigns
- Comprehensive Website Tracking & Analytics
- Online Campaign (PPC, Keyword, Email Campaign) conversion tracking
- Identities tracking – De-Anonymizes web visitors.
- Reconcile "opt-out" status between Salesforce and BridgeMail System applications.

Installed Components

- Three MakesBridge Application tabs enable access to direct from you Salesforce account.
- 4 Custom Related List Objects provide complete mass email history and behavior within Lead and Contact records
- Hot List Reports display lists of your most active email responders
- High Level Email Activity Reports

COMING IN FALL 2009

MakesBridge Automated Pipeline Module (APM)

MakesBridge seamlessly integrates your marketing and sales pipeline through automated nurturing, integrated lead assignment rules, lead scoring, and visibility into contact behavior. All of it driven by real time online behavior tracking, advanced filtration, and triggers.

Imagine all prospects' events generated through marketing efforts automatically filtering them the marketing & sales pipeline then automatically transitioning them into the hands of your sales reps.

It starts with organization-standard Lead Scoring and automated Lead Assignment, then proceeds with targeted, personalized and timely messaging to prospects and finishes with your sales reps setting any number of preferred profiles to either trigger messages and/or determine who to proactively reach out to.

Finally, we understand that tools which are too difficult to understand or have functional gaps won't be used. We've worked hard to simplify the complex. The intuitive interface is packed with actionable information and utilities to deliver a module that is sure to become a welcome daily habit.

Components of MakesBridge APM include:

Real-time Events Tracking

MakesBridge's automated messaging and owner-assignment automation workflows are driven by constantly monitoring contacts email response and website behavior.

- **Administrators** use the data to set criteria to promote contacts as well as remove them from automated messaging queues.
- **Sales Reps** leverage the data in an individualized scoring tool, observing contacts behavior, and promoting individuals into appropriate Trigger-Tracks.

Sales Dashboard

- **Administrators** have universal access to the dashboard and use it directly observe contact behavior and assign leads.
- **Sales Reps** benefit from having real-time views to contact's behavior and an ability to act upon what they observe.

Trigger-Track Lead Nurturing

With MakesBridge, you set the rules to automatically move prospects down the funnel from bulk lead nurturing to definitive qualification by sales staff. When combined with a two-tier lead score methodology (Corporate Lead Score and boots-on-the-street sales intuition) and/or precise messaging, your organization can automatically nurture prospects with relevant messaging.

Two-Tier Lead Scoring

MakesBridge lets both Admin and Sales users set criteria based on demographic, BANT, and/or behavioral data to dynamically score prospects. The result is your organization provides a framework of qualified leads while sales can set a custom list of individuals that merit personalized attention - whether it be an automated message, email, or phone call.