

“Now sales has **real-time visibility** into exactly who's on our site and who's a **qualified lead**—and **they're empowered** to close more sales.”

eTrigue SalesPro – Sales Acceleration

Features and Benefits

- **Empower Sales to Sell More**
Send unlimited trackable emails directly from within Salesforce CRM
- **Prospect Activity Tracking**
Know exactly who's on your web site with current and past visit details
- **Real-Time Lead Alerts**
Instant email, CRM or mobile alerts every time a prospect visits your web site
- **“Live” Tracking Dashboards**
Watch as leads and contacts visit your web site all within Salesforce CRM
- **Email Templates**
Choose “Marketing Approved”, from 100+ templates, or create your own
- **3-D Lead Scoring**
Identify who's active, real and ready to buy
- **Easy Campaign Management**
Emails automatically added to campaigns
- **Automatic Lead Summary Reporting**
Active prospect, message, and campaign effectiveness reports can be scheduled
- **Same Day Set-Up**
Start sending emails and tracking visitors immediately
- **Affordable**
No long-term contracts

The internet has fundamentally changed buying behavior forever. Buying 2.0 means that customers have more information at their disposal and the luxury to set the pace of their buying process. Now eTrigue SalesPro gives sales reps the power to be more prepared and proactive making sure each engagement is both relevant and timely.

eTrigue SalesPro for the Force.com AppExchange is a Sales Acceleration tool that gives reps the real-time sales intelligence they need to sell more effectively – unlimited trackable email, web site activity tracking, email alerts and live tracking all from within Salesforce CRM give sales the information they need to focus on who's active, real, and ready to buy.

- **“Live” email and web tracking – know who, what & when prospects visit your site**
- **Send unlimited trackable emails directly from Salesforce CRM**
- **Get real-time lead alerts in email and see “Live” web visitors directly in Salesforce CRM**
- **Pre-configured Salesforce CRM dashboards help you quickly analyze “Active Prospects” and focus on the hottest leads**
- **Use stand alone or with eTrigue Professional – Marketing Automation**

Sales Intelligence to Close More Sales

eTrigue SalesPro is the ideal solution for sales organizations looking to accelerate their relationship with prospective customers. Knowing exactly who is on your web site – by name and what they are viewing – gives sales reps the power to engage while your company is top of mind. With a detailed “digital biography” of leads, contacts and customers, sales teams can accelerate the sales process by focusing on “relevant” communications that close more sales faster.

Send Unlimited Trackable Email from Salesforce

Getting personal is the key to getting noticed. eTrigue SalesPro gives sales the power to engage at exactly the right time with personalized emails that are on-message. With either fully “marketing approved” content or the option to add a personal touch to a pre-defined template, sales reps can send an unlimited number of trackable emails to initiate prospect activity tracking directly from Salesforce CRM.

Real-Time Lead Alerts Help Focus on Hot Prospects

eTrigue SalesPro delivers real-time lead alerts via email, mobile, or in CRM, showing both recent and previous web activity history, scoring, and all details necessary to make an informed “warm” sales call. In the office or on the go, sales is always aware of prospect activity to keep your team engaged and closing more deals.



Dashboards: Pre-configured dashboards provide real-time information and highlight marketing effectiveness

The 'Real-Time Lead Alert for Jane Smith' provides detailed information about a prospect. It includes sections for 'Lead Score', 'Prospect Details', 'Cumulative Visit History', 'Current Visit Details', and 'Recent Marketing Activity'. The 'Prospect Details' section shows contact information for John Doe, including his title, company, and address. The 'Cumulative Visit History' section shows a table of visits with columns for 'Visit Date', 'Visit Count', and 'Visit Length'. The 'Current Visit Details' section shows the current visit date, time, and duration. The 'Recent Marketing Activity' section shows a list of recent marketing activities, including email campaigns and webinars.

Real-Time Lead Alerts: Provide real-time updates on prospect activity with rich detail to help close sales faster

The 'Live Tracking within Salesforce.com' interface shows a table of prospects with columns for 'Prospect Name', 'Company', 'City', 'Country', 'Visit Date', 'Visit Length', 'Page Count', and 'Score'. The table lists various prospects and their associated data.

Live Tracking within Salesforce.com: Watch as leads and contacts visit your web site and read your emails

Salesforce CRM Integration

With One-Click Salesforce CRM integration, there's no learning curve as sales reps stay within their familiar online environment with the tools they need to be successful. Utilizing pre-built eTrigue dashboards within Salesforce CRM, sales can easily identify the most active prospects, companies, and lead sources based on real-time activity. With a summary view of all real-time activity in the sales funnel, high-quality prospects are quickly located, reducing the time to sale. eTrigue SalesPro automatically synchronizes email with Salesforce CRM campaigns to identify messaging contributing the most to your bottom line. Active prospects, messages and campaign effectiveness summary reports can also be automated.

Easy and Affordable

eTrigue SalesPro was designed with proactive sales pros in mind. Both easy to use and affordable, eTrigue SalesPro is ideal for companies who need powerful email and web tracking, real-time Lead Alerts and sales intelligence of a marketing automation platform, but without dedicated resources to launch a comprehensive online marketing program. And when your company is ready to take your demand generation program to the next level, eTrigue SalesPro templates, campaigns and tracking are fully compatible with eTrigue Professional™ Marketing Automation.

About eTrigue Corporation

eTrigue is the only provider of real-time Sales Acceleration and Marketing Automation empowering BOTH sales and marketing teams to generate qualified leads and close sales faster. eTrigue SalesPro is a stand-alone Sales Acceleration tool that helps sales identify, prioritize prospects and close more deals. eTrigue SalesPro can also be integrated with eTrigue Professional, the Marketing Automation solution that helps you launch more marketing programs, generate and qualify more leads, and provides comprehensive reporting and analytics. With flat-rate pricing, eTrigue provides organizations with the sales and marketing solutions necessary to generate revenue faster and demonstrate true ROI. Winner of the 2009 DemandGen Report "Sales & Marketing Alignment Award" for its work with Cisco, eTrigue has been serving customers worldwide, including start-ups ramping first revenue to Fortune 500 companies. For more information, please visit www.etrigue.com or call 1.800.858.8500.

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“eTrigue is by far the most effective way to empower my sales team and win more deals.”

– Vice President, Silver Peak Systems

eTrigue Unlimited
eTrigue SalesPro + eTrigue Professional + lots more!
Get all the power of Sales Acceleration and Marketing Automation in a single offering:

- **eTrigue SalesPro**
Sales Acceleration
- **eTrigue Professional**
Marketing Automation
- **Enhanced Email Delivery**
- **Premium Support Program**
- **Marketing Services**
- **Same Day Installation**
- **Full Compatibility with eTrigue SalesPro & eTrigue Professional data and tracking information**