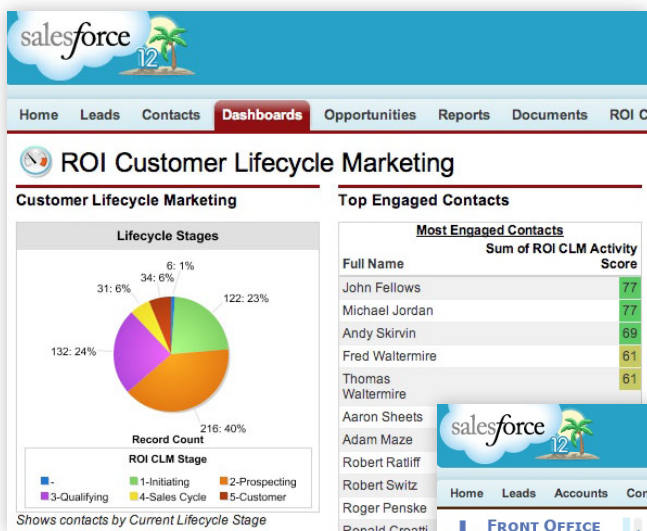


who we are.

Right On Interactive is a lifecycle marketing automation company that helps organizations win, keep and grow business. We do this through our lifecycle marketing solution that enables your brand to build engagement throughout the lifecycle of every prospect and customer. Our solution aligns all of your data, so you know your audience. Engagement drives relationships, which, in turn, drive revenue.

what we do with salesforce.com.



engagement + relationships = revenue

The ROI Customer Lifecycle Marketing™ for AppExchange solution delivers insight into lead and contact engagement, automates marketing campaigns and tasks and graphically shows the progress of every contact's and account's relationship with your brand by utilizing your Salesforce.com data.

We provide an engagement blueprint for your teams to increase the value of your CRM and learn where to invest resources to drive revenue.

ABOVE
Gain visible insight to your relationships with ROI Dashboards.

RIGHT
Target ideal fits with lead, contact, and account scoring.

ROI CLM Scores

Action	Contact	Stage	Activity Score +	Profile Score	Fit Icon
☐ Edit Del	Carl Lindner	Prospects	30	75	✓
☐ Edit Del	Fred Hassan	Prospects	27	85	✓
☐ Edit Del	George Nolen	Prospects	27	16	✗
☐ Edit Del	Glenn Renwick	Prospects	23	90	✓
☐ Edit Del	Raymond LeBoeuf	Prospects	23	35	✓
☐ Edit Del	Paul Fireman	Prospects	23	85	✓
☐ Edit Del	Irwin Jacobs	Prospects	23	35	✓

how we are different.

Most marketing automation systems focus only on leads generated through the marketing funnel. We focus on the bigger picture: nurturing all sources of revenue, including leads from marketing and sales, repeat customers, referrals and upsells. We adapt to how our clients do business and believe in hands-on implementation. Our solution works with Professional, Enterprise and Unlimited versions of Salesforce.com, as well as for businesses using the Person Account setup. To learn more, visit our certified Salesforce.com AppExchange listing.