

etg



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with intelligent apps built for  
digital transformation.

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## CONTACT TO-LEAD



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# Convert selected Contacts back into Leads

A remarkably simple tool that provides solution for purging contact records that are better suited to be leads. Just run any report or filter you want to define the contacts and want them converted into Leads, then with 1-Click, ETG Contact-to-Lead converts your selected Contacts to Leads.

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# Automate your inbound lead management

Responding to emailed leads is challenging, especially when your goal is to respond quickly. Emailed leads often sit for days, waiting for an Admin, or Sales Rep to review and add them to Salesforce manually. ETG email-to-lead automates and creates/updates lead records from inbound emails.



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# Add Automatic email Opt-Out to Sales Cloud

No manual efforts needed. ETG UnSubscribe automates a recipient's unsubscribe requests, adding Opt-out functionality to Salesforce. With 1-click, it allows your email recipients to Opt-out from emails and Campaigns. It supports third-party email broadcast and Marketing Automation systems. Compliant with the CAN-SPAM Act, and GDPR General Data Protection Regulations.

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# Integrate SMS Messaging to Sales & Service Cloud

A “Gateway” agnostic, letting you choose the SMS Service Provider with the best messaging plans for your needs. Doing so also lowers your marketing and support expenses; Optimized for the two largest SMS providers, Twilio and Vonage {formerly Nexmo}\*.

\*Should another SMS Gateway Service Provider be of interest to you, reach out and tell us about it!

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# An Advanced Bi-Directional Integration for Salesforce

An easy sync of QuickBooks Online Customer info and Products data with Salesforce Accounts/Contacts and Products. Generate QuickBooks invoices from within Salesforce, saving you the hassle of switching between programs. This can help Increase Sales Team efficiency by unifying your Opportunities and Invoices.



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# Need a Demo? Talk to Us!



Celebrating 20 Years of Success and Trust

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