

CDC MarketFirst Suite

Smart marketing is all about becoming an opportunity-centric business

Start by understanding which prospects need to hear from you, what they want to hear, and how they want to hear it. This is the beginning of targeted, relevant communication. And it works.

CDC MarketFirst: Innovative Marketing

CDC MarketFirst is a fully integrated marketing suite that maximizes profitability through one-to-one marketing strategies. The CDC MarketFirst suite includes a number of applications that work together to deliver optimal customer acquisition, retention, cross-selling, and up-selling opportunities:

“

Once we started using CDC MarketFirst and improving our follow-up, our repeat business rate went up to 85%. ”

Jerry Ganguzza

Associate Director of Trade Shows and Events
Sharp Electronics Corporation

CDC MarketFirst Campaign Portal™

Allows distributed marketing organizations to work together more effectively and consistently in order to launch targeted campaigns that deliver timely, relevant offers and reap cost-effective results.

CDC MarketFirst Direct Marketing Manager™

Synchronizes your marketing database, website, and multi-channel communications to create a segmented and targeted direct marketing program that improves response rates, increases leads, and builds brand.

CDC MarketFirst Prospecting Assistant™

Delivers consistent, accessible marketing support to the sales team via an innovative web-based portal that takes the burden off salespeople while accelerating the conversion of prospects to leads.

CDC MarketFirst Lead Manager™

Streamlines lead management, simplifying the process of qualifying, managing, nurturing, and tracking leads, thereby focusing sales and dramatically improving both lead conversion and sales closure rates.

CDC MarketFirst Event Manager™

Automates labor-intensive tasks associated with marketing events (including logistics, invitations, registration, scheduling, lead management and budgeting) and facilitates the real-time follow-up that turns event attendees into hot leads.

CDC MarketFirst Map Analytics™

Shows results of your marketing campaigns on a map to gain greater understanding on campaign effectiveness and market dynamics.

CDC MarketFirst Marketing Analytics™

Provides teams with a better understanding of customer preferences to drive better business decisions.

CDC MarketFirst Contact Management™

Manages contact information—assign contacts to call queues, assign actions for follow-up, and more in an easy-to-use application to streamline and simplify your contact management.

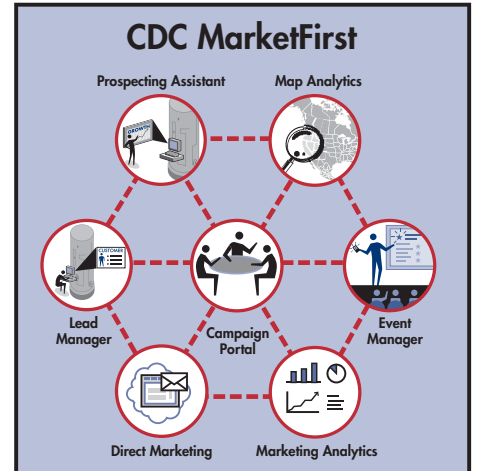
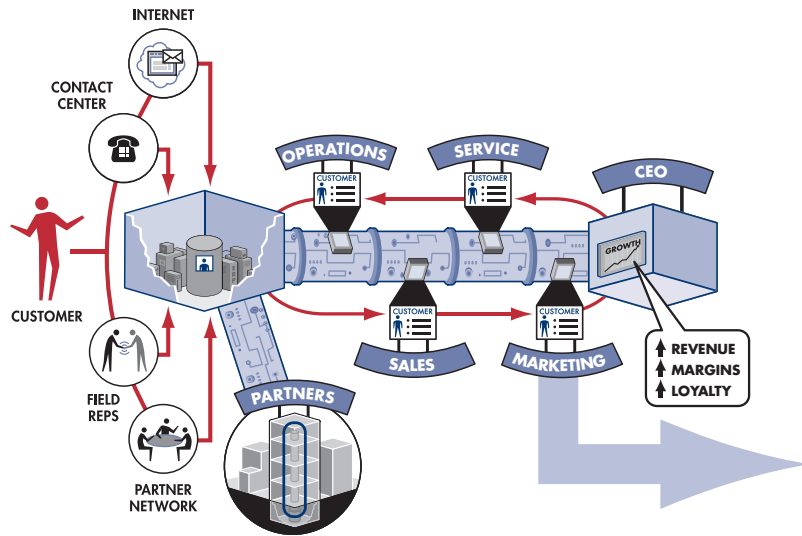
CDC MarketFirst Contract Management and Renewal™

Increases contract renewal rates by sending renewal reminders and performing online renewals and queries in a consistent stream of communications.

CDC MarketFirst Deliverability E-Mail Server™

Provides authentication, bounce processing, e-mail rendering, seed lists, and more to ensure e-mail messages are delivered to your targets' in-box.

CDC MarketFirst applications can be purchased separately or as a complete suite. CDC MarketFirst is also a seamlessly integrated module within the Pivotal CRM suite, which also includes Pivotal Sales, Pivotal Service, and Pivotal Partner Management. These suites work together to increase revenues, margins, and customer loyalty.



Improving Marketing Campaigns

CDC MarketFirst has been designed to enhance the key stages in any marketing campaign.

1. Identify Opportunities

CDC MarketFirst enhances your ability to spot new opportunities and quickly create a plan to act on them. It provides analysis of the existing customer base and marketplace, making it easier to identify revenue opportunities and target customers based on preferences, needs, and purchasing behavior.

Benefit: Uncover new revenue opportunities.

2. Engage Prospects and Customers

Convert plans into action, from direct mailings or advertising to event management. Web-based interactions and e-mail campaigns via CDC MarketFirst Direct Marketing Manager are effective, cost-efficient methods of getting your message noticed and capturing qualified prospects at a significantly reduced cost per lead.

Benefit: Increase leads while reducing cost per lead.

3. Enhance Interactions

CDC MarketFirst Prospecting Assistant provides today's sales teams with the marketing support they need to stay competitive. Create focused messages, campaigns, and collateral to help target the best prospects and customers, thereby easing the burden on your sales force while accelerating and improving their results.

Benefit: Convert more prospects to leads, faster.

4. Convert Leads

Businesses typically allocate large budgets to customer acquisition activities only to have 80% of all leads fall through the cracks. CDC MarketFirst Lead Manager coordinates multi-channel marketing programs, qualifying, managing, nurturing, and tracking leads from initial contact to closure in order to ensure that all leads are properly captured and acted upon.

Benefit: Closed-loop lead management.

5. Retain Customers

CDC MarketFirst Event Management can help automate the time-consuming process of keeping your customer base up to date with current promotions, training, seminars, tradeshows, and other marketing events. Foster loyalty and ensure that your customer base is always receptive to up- and cross-sell opportunities.

Benefit: Increase customer retention.

6. Up-Sell and Cross-Sell

Whether it's customer service agents prospecting for leads during support calls or inside sales reps qualifying captured profiles, CDC MarketFirst Contact Center automates the identification and targeting of up-/cross-sell opportunities, so that marketing can help increase average deal size and wallet share.

Benefit: Increase share of wallet.

“ We couldn't manage the sheer volume of our marketing projects without MarketFirst. It gives us the ability to reach out to lots of people easily, very cost effectively, and very quickly. ”

Gottfried Sehringer

Vice President of Marketing, Softrax

Measurable Marketing Results

CDC MarketFirst's results framework helps you decide on a strategic goal and provides the tactical map to help you get there. Plus, we provide key reporting to help team leaders measure, monitor, and analyze progress along the way.

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Since we started using CDC MarketFirst, all of our appeals have set new records. We are now able to manage the campaigns better than before and have seen significant cost savings. We have a better grasp of the people we contact and our relationship with them.”

Michael Stapleton

Manager of Technology, Australian Red Cross

Maximize Lead Quality

Screen target customer lists for satisfaction and sensitivity. Refine prospect lists by job function, industry, company size, and geography. Score and rank customers according to factors such as recency, frequency, monetary, loyalty, and prestige. Then use these rankings to target communications more successfully.

Increase Lead Conversion Rate

Track leads across multiple media formats (phone, direct mail, Web, e-mail) and channels (direct and partner), entering or automatically capturing them from the company web site. All leads are instantly passed to the appropriate sales representative for quick follow-up, increasing the chance of successful lead conversion.

Increase Margins

Take advantage of low-cost channels like the web and e-mail to maximize lead generation while reducing the cost of capturing leads. Maintain an online encyclopedia of all marketing and sales materials and use mail, e-mail, fax, or the web for automatic literature fulfillment.

Calculate ROI

Set measurable goals, and track leads and opportunities generated. Drill down to calculate metrics for each project, activity, and action plan within the overall campaign. Proactively identify what's working and optimize the marketing mix to grow your acquisition rate and customer value.

Beat the Competition

Store a complete profile of each of your competitors. Record competitor products, strengths, weaknesses, features, and pricing. Track the success of their customers, their market share, and competitive pipeline. Assess the level of threat they present to your company, and alert others within your company to new tactics.

Improve Response Rates

Rich demographic information enables you to better understand customer buying preferences and product profitability. Gain the knowledge and insight to more effectively target prospects and drive better rates of response.

Learn More About CDC MarketFirst

To learn more about how CDC MarketFirst can help your organization take advantage of the full potential and costs savings of electronic channels, maximize conversions, and expand market reach, call us today at +1 877-748-6825 or visit us at <http://www.MarketFirst.com>.