



Pivotal Marketing™ Suite

Smart marketing is all about becoming an opportunity-centric business.

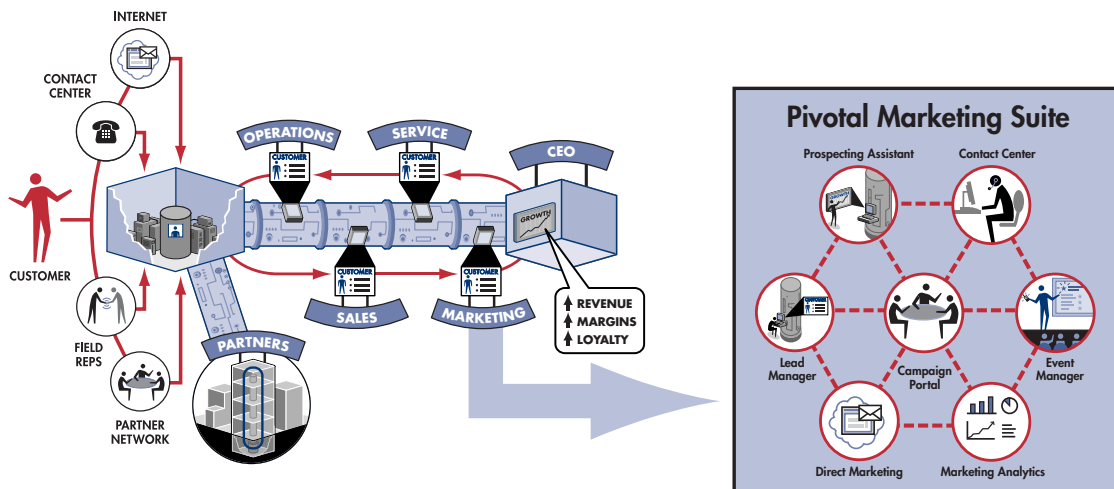


Start by understanding which prospects need to hear from you, and how they want to hear it.

This is the beginning of targeted, relevant communicating. And it works.

Innovative Marketing for Mid-Sized Enterprises

Pivotal's award-winning CRM solution encompasses a fully integrated Marketing suite, which maximizes profitability through one-to-one marketing strategies that deliver optimal customer acquisition, retention, cross-selling and up-selling opportunities.



Pivotal MarketFirst

The functionality and effectiveness of the Pivotal Marketing Suite has been enhanced and extended by a number of applications gained in the recent Pivotal-MarketFirst merger, including:

Pivotal 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.

Pivotal MarketFirst Direct Marketing Manager™

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

Pivotal 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.

Pivotal 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.

Pivotal MarketFirst Event Manager™

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

Pivotal Contact Center™

Facilitates coordination between marketing and service to create targeted outbound marketing campaigns, capture leads, gather customer feedback, and capitalize on cross-sell and up-sell opportunities.

Pivotal Marketing Analytics™

Provides marketing professionals with the ability to better understand customer buying preferences and drive better business decisions.

The Pivotal MarketFirst applications can be purchased separately, or as a part of the Pivotal Marketing Suite, which is a seamlessly integrated module within Pivotal CRM Suite. Pivotal CRM also includes Pivotal Sales, Pivotal Service, Pivotal Interactive Selling and Pivotal Partner Management. Each of these five suites work together to deliver on the promise of CRM, increasing revenues, margins and customer loyalty.

Improving Marketing Campaigns

Pivotal Marketing Suite has been designed to enhance the key stages in any marketing campaign.

1. Identify Opportunities

Pivotal 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 email campaigns via **Pivotal 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

Pivotal 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. **Pivotal 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

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

Benefit: Increase customer retention.

6. Up-sell & Cross-sell

Whether it's customer service agents prospecting for leads during support calls, or inside sales reps qualifying captured profiles, **Pivotal 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.



Measurable Marketing Results

Pivotal'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.

"Thanks to profiling, we can direct the right message to the right members.

And with precise results tracking, we find out very quickly which marketing efforts have paid off."

Chris Catliff, President and CEO
North Shore Credit Union

Maximize Lead Quality – Screen target customer lists for satisfaction and sensitivity. Refine prospect lists for 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 success.

Increase Lead Conversion Rate – Track leads across multiple media formats (phone, direct mail, Web, email) 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 email to maximize lead

generation while reducing the cost of capturing those leads. Maintain an online encyclopedia of all marketing and sales materials and use mail, e-mail, fax, or Web site 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.

"Since we started using Pivotal, 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

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.

"Before Pivotal, we couldn't track our own marketing projects or control costs.

Now we have a comprehensive system that enables us to be more efficient, more cost effective and more responsive to customers."

Chandra Lothian,
Corporate Information Specialist
Medical Management Group

100% Purpose-Built for Mid-Sized Enterprises

Growing, adaptable mid-sized enterprises need CRM that is comprehensive across all business functions. But it must fit sensibly, and deliver quick wins and measurable business results that matter. Pivotal is the only CRM vendor that is 100% purpose-built to deliver on the promise of CRM for mid-sized enterprises.



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