

Spotlight: OptifiNow's SaaS Enterprise Offering

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Enterprise technology from OptifiNow bridges the gap between marketing generated leads and sales converted customers. Marketing professionals use OptifiNow to manage leads and to create campaigns to nurture those leads into qualified sales opportunities. Sales professionals use OptifiNow to turn qualified opportunities into closed sales.

Features/Functionality

OptifiNow is the first SaaS to provide sales teams with the tools they need to efficiently pursue leads, delivering messaging to potential clients at the right time in the right format to help sales teams close more leads. While many marketing automation and CRM solutions promise to increase revenue, they tend to leak revenue at critical points in the sales process because they do not support the entire customer lifecycle. OptifiNow converts more leads to closed customers by supporting the entire marketing and sales process with a comprehensive, integrated cross-channel customer engagement platform.

OptifiNow products include: Sales Process Automation, Lead Management, Customer Relationship Management, Content Automation, Social Management, and Reporting.

Targeted Users

OptifiNow's customers are mid-sized and large companies with a need to increase their marketing and sales team's results with greater efficiency.

Compatibility



OptifiNow offers integrations into a host of applications, including Salesforce, ExactTarget and others.

Delivery/Pricing

The OptifiNow solution is delivered via a Software-as-a-Service model and is offered as a white labeled, modular solution that allows companies to customize many of its processes, functions and fields to the requirements of their marketing and sales processes.

Competitive Positioning

OptifiNow is allows marketing and sales teams to work together to close more leads. Holes in the sales process are plugged and qualified opportunities are converted into closed sales.

Contact Info

For more information or to schedule a demo, visit www.optifinow.com or call 888-746-6743.