OptifiNow.

OptifiNow At A Glance

Close more sales by delivering the right message to the right customer at the right time.

OptifiNow's software helps sales and marketing teams dramatically improve the efficiency, effectiveness and transparency of their revenue funnel. Sales and marketing now work together in a single integrated platform. Now, customer engagement takes place in a seamless marketing communications environment using Email, Mobile, Social Media, and Direct Mail.

MARKETING onDEMAND

The Marketing OnDemand module lets users personalize marketing materials to improve customer engagement. User profiles can be configured to dictate access to materials, prefill marketing templates, determine approval rights, and more.

SALES onDEMAND

Sales Process Automation allows an individual sales rep to deliver relevant, engaging communications featuring the right creative with the right message at the right time with the right frequency using the right media. Automates the sales processes into guided, best practice steps that deliver consistent and repeatable results.

COLLABORATION onDEMAND

A private social network for your company. Collaboration OnDemand's web-based social network allows users to collaborate securely across departments, geographies, content and business applications.

SOCIAL onDEMAND

Empowers salespeople to engage with Social media publishing tools that allow them to access, send and monitor branded and compliant content to Facebook, Twitter and LinkedIn.

LEADS onDEMAND

Delivers end-to-end management of customer leads: from integration, distribution, tracking, qualifying, converting and nurturing. Track leads in real time throughout the sales cycle, from generation to lead closure. Pinpoint where leads are quickly converting into revenue – and where they are not.

CONTENT onDEMAND

A simple and powerful document management software. Organize presentations, Office docs, PDF's, art files, video and audio files into a common cloud folder. Document owners can quickly and easily store the most current version of documents. Manage user access rights and content in a simple and intuitive application.

REPORTS onDEMAND

Reports OnDemand provides an integrated query engine, analysis tool, and reporting function across all of OptifiNow's applications. Users can explore data, draw insights and track campaigns.

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