

**Media Contact:**

Jason Ovitt  
Asylum PR  
jovitt@asylumpr.com  
847-275-2553



## **OptifiNow Upgrades Salesforce Via New Integration**

*OptifiNow tools improve efficiency, ROI of leading CRM software*

LOS ANGELES, CA – OptifiNow, an industry leader in SaaS based solutions designed to optimize the effectiveness of the sales force by automating company specific benchmark sales processes and enabling multichannel brand and regulatory compliant communication, announced today a full integration with Salesforce.com.

OptifiNow transforms Salesforce from a static CRM database into the tool salespeople use to harvest data and design individually customized sales programs for every potential customer in mere seconds. The integration of OptifiNow into Salesforce creates new tools and processes that directly increase sales and simplify use while improving campaign analytics and reporting.

Benefits OptifiNow offers existing Salesforce users include:

- Reduced time required for data input effectively increasing the time available for customer facing sales activities
- Marketing departments can upload pre-approved brand and legal compliant content into OptifiNow for the sales teams to access and use during the sales process eliminating email lag time, outdated messaging and lost documents
- Creation of libraries of pre-approved email, print and digital marketing templates with built-in technology that dynamically constructs a message for individual leads/contacts based on their demographic information stored within Salesforce
- Multi-channel communication capabilities become the norm with click-to-send direct mail, digital print, email, SMS and social media messages individually customized to each sales lead or customer
- Increased oversight of outgoing company messaging via built-in controls that limit what marketing materials each sales person can access while reducing the risks for unapproved messaging being sent out

“The primary focus of OptifiNow is the sales force. OptifiNow is the only solution available that provides a complete suite of services integrating marketing automation, sales automation, lead management and content management into a common platform,” said John McGee, CEO of OptifiNow. “The flexibility of our architecture is the foundation of OptifiNow's seamless integration with Salesforce.com. Salespeople can now log into Salesforce.com and communicate with leads and contacts through print, direct mail, e-mail and SMS messages all from one interface within the Salesforce database. And, the salesperson’s lead and contact activity history will automatically be updated. This results in less leakage along the sales funnel and improved customer

conversion rates. We are excited to be able to integrate our unique solution with Salesforce.com to further improve the ROI of this popular enterprise CRM investment.”

For more information about OptifiNow, visit: [www.optifinow.com](http://www.optifinow.com).

**About OptifiNow**

OptifiNow is a Software as a Service (SaaS) that helps sales teams engage with their customers through an integrated sales & marketing automation platform. OptifiNow provides organizations a single platform to connect with customers via Email, Mobile, Social Media and Direct Mail. OptifiNow delivers the right message to the right customer at the right time to help you close more sales. For more information visit [www.optifinow.com](http://www.optifinow.com).