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## **New Software Fills in Missing Link Between Salesforce, ExactTarget** *OptifiNow integrates with both solutions to harvest data for improved sales programs*

LOS ANGELES, CA – OptifiNow, an industry leader in SaaS based solutions designed to optimize the effectiveness of sales teams by automating company specific benchmark sales processes and enabling multichannel brand and regulatory compliant communication, announced today its software is now seamlessly integrated with Salesforce and ExactTarget.

“While the acquisition of ExactTarget by Salesforce will enhance the marketing campaign features of Salesforce, the reality is there are still gaps in the sales automation side of the equation,” said OptifiNow CEO John McGee. “Companies using Salesforce for CRM and ExactTarget for digital marketing can easily integrate OptifiNow into the tools they are currently using to provide their sales teams with more robust, effective and useful sales automation features.”

Additionally, OptifiNow is highly focused on the sales executive, providing automation tools to empower sales teams to be more effective, efficient and drive more sales. It is the only automation tool that is capable of harvesting demographic information from Salesforce and ExactTarget that sales people can use to generate fully customized communication materials with little more effort than a few clicks of the mouse. OptifiNow also provides sales people with the option of sending these auto-generated and deeply personalized messages via e-mail, printed documents, digital documents, SMS or social channels.

OptifiNow offers companies several services not found in Salesforce or ExactTarget. For one, OptifiNow allows companies the power to create a library of legal and brand compliant marketing materials that individual sales people can send to their individual customers, in a true one-to-one communication. This feature alone reduces times spent by sales people searching for marketing documents in e-mail chains and eliminates the potential for expired or incorrect information to be sent to leads.

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).