

Transform Your Sales and Marketing Relationship from a *Handoff* to a *Handshake*

Marketing teams rely upon Marketo to attract, nurture, qualify, and deliver win-ready leads to sales. Once a prospect moves to an MQL, however, marketing is often left in the dark, losing visibility into how a lead is progressing down the sales funnel.

When you combine Marketo with Velocify's sales acceleration solution every prospect touchpoint captured by Marketo is fed directly into sales. Sales teams can leverage this data to distribute the right leads to the right reps, prioritize leads when they are at their highest likelihood to close, and tailor communications to match each prospect's journey.



Touchpoint Tracking

Immediate access to each and every marketing and sales activity enables reps to tailor communications to a prospect's individual journey



Real-Time Lead Prioritization

Automatic lead prioritization based on real-time actions - a white paper download or page view - ensures hot leads are contacted at their peak interest



Automated Lead Nurture

Keep prospects engaged with automated drip email campaigns based on lead status or action

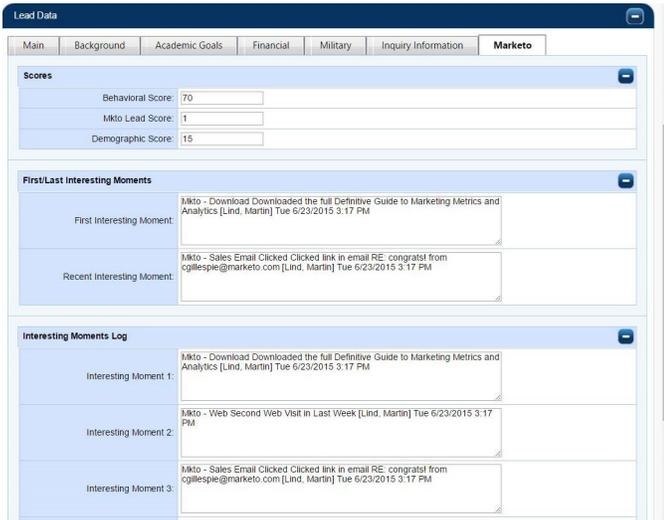


Closed-Looped Reporting

Combine two powerful data sets for full visibility into the entire sales cycle, from campaign to lead source to closed deal

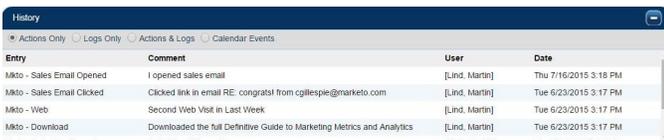
LEAD DATA CAPTURE

Document each and every inquiry with Marketo's rich set of data, including scores and Interesting Moments.



LOGGING

Gain immediate access to prospect activities including visibility to email open rates, content downloads and website visits.



PRIORITY VIEW

Ensures sales reps are always working the highest priority lead with Velocify's dynamic prioritized activity workflow.



KEY FEATURES

Automate, measure and optimize marketing efforts to the most interested leads

Build relationships with prospects and create targeted messaging

Gain greater visibility into demand generation and lead disposition data

Intelligently distribute leads to ensure best-fit sales rep engagement

Radically increase sales rep activities per day to boost conversion rates and revenue

Generate demand with customized marketing efforts

Track and monitor leads to deliver high-yield analytic reporting, from suspect to customer