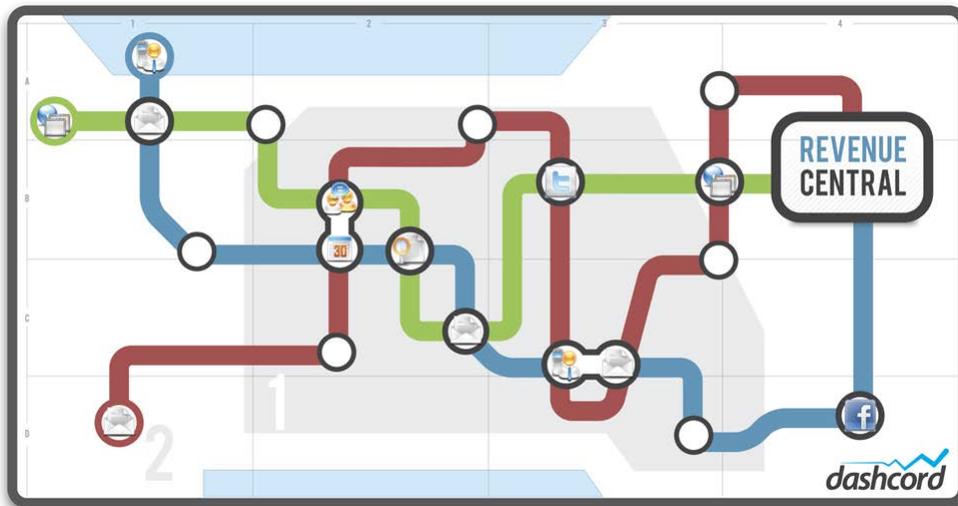


Map paths to revenue inside of Salesforce



Salesforce based marketing automation, lifecycle management, customer intelligence, and analytics

Dashcord was designed to accelerate the revenue generation power of your Salesforce environment, adding native marketing automation, visualization, web tracking, dynamic lead and deal scoring, print tracking, campaign management, and email capabilities without forcing you to integrate with a separate database.

Dashcord provides you with native marketing and sales intelligence tools within Salesforce – identifying and moving prospects and customers along a journey with you has never been easier! Automated drip and nurture campaigns, interest tracking, campaign movements, campaign success comparisons are all easily and securely managed from Salesforce.

Adding Dashcord to Salesforce allows you to effectively manage and monitor all the touchpoints of the customer lifecycle, from marketing to sales and post-sales support. Dashcord helps to manage the activities that occur throughout the life of a customer's relationship with you.

Intelligent selling: Dashcord product benefits

Lifecycle Management



Automate long pipelines of campaigns, moving prospects and customers to more targeted campaigns, creating call lists for inside sales and support, and managing renewal and winback pipelines.

Automatically segment lists based on passive and active data. Create lifecycle paths that are appropriate to your target. A simple rule visualizer makes for easy management of sophisticated campaigns.

Dashcord's powerful personalization technology allows you to create highly personalized messages that are customized to individuals. Stay relevant by only sending the content that matters. Schedule renewal reminders, manage event RSVPs and much more.

Customer Intelligence



Turn Salesforce into a centralized command center fed by real-time customer insight. Rapidly respond to customer actions in an intelligent and personal fashion.

Dashcord tracks and records customer activity across email, web, and print. Captured activity can be stored against individuals or groups within Salesforce and fed into highly configurable scoring models.

Finely tune your lead pipeline, monitor the health of your revenue funnel, and identify cross-sell and upsell possibilities as they are presented to you. Actionable intelligence is added to Salesforce in real time, allowing you to automate follow-up actions and monitor activity as it happens.

Marketing Automation



Automatically track engagement with your email, web, print, and social media campaigns and tie activity back to the individual responsible in real time. Easily score leads, campaigns, accounts, opportunities and more as updates happen.

Send, post, and schedule email to individuals or to entire campaigns; monitor interactions with email, print, and web — take action.

Save time by automating campaign drips and funneling. Automatically score campaign member activity and move members to more targeted product campaigns or into slower paced nurture campaigns.

Dashcord is the only marketing automation solution that is completely native to Salesforce so we work with your data where it already lives — no integration, no additional security risk, no going backwards.

Analytics



Watch Salesforce.com data come to life as changes happen. Monitor campaign and account activity, track sales pipeline movement at a glance and much more.

Dashcord allows you to drop flexible and fully configurable chart panels directly into Salesforce records. Charts can pull data from **any** field on supported objects and are updated in real time.

No more exporting your data in order to build good looking charts - you can now do it directly in Salesforce and then print or export to PDF at the click of a button.

Marketing Automation

Time marketing efforts to reach prospects in multiple channels simultaneously.
Automatically email new campaign members and schedule future emails.
Nurture inactive leads and automatically take action when they come to life.
Intelligently move individual prospects and customers through marketing funnel.
Move campaign members to targeted campaigns when they meet criteria.
Move beyond mail merge with truly personalized content and offers.
Trigger Salesforce field updates based on real time activity.
Track QR codes and personalized URLs against campaigns, locations, direct mail.
Send individual or mass email directly from campaigns and list views.
Zero per-email fees for under 1,000,000 emails per year.
Easy to use template wizard & template library for professional results
Multi-object merge using related or unrelated objects..
Enhanced email deliverability – compliance with email standards (SPF and DKIM)

Lifecycle Management

Automate long pipelines of campaigns to move individuals along lifecycle paths.
Automatically move individuals through journeys as they cross thresholds.
Segment lists based on intrinsic values.
Segment lists based on activity.
Visualize campaign flows and adjust prospect/customer journeys.
Activity field roll-ups, counts, triggers.
Update any standard or custom field using activity based triggers.
Unsubscribe, bounce management, subscription management.
Assign threshold based tasks to individuals or to groups.
Round robin based task assignment as part of prospect/customer journeys.
Assign future renewal follow ups.

Customer Intelligence

Track and aggregate buying signals across traditional and social channels.
Real time tracking of email opens, page visits, whitepaper downloads and more.
Track and score leads, contacts, accounts, opportunities, cases, and campaigns.
Monitor activity in real time.
Chatter post generation detailing prospect and customer activities.
Compare the effectiveness of marketing efforts.

Analytics

Visualize prospect and customer interest based on activity.
Monitor activity trends over time.
Track field history (including campaigns) and create charts showing history.
Add fully customizable, beautiful charts directly into page layouts.
Chart any Salesforce field (standard or custom) from 12 supported objects.
Print and export PDF charts from Salesforce records.
Multi-field charting across different objects.

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Visit www.dashcord.com for more information

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