



Marketing automation on Salesforce, natively.

Create intelligently managed prospect and customer journeys and keep track of campaign successes in real time

Dashcord marketing automation brings your Salesforce prospect and customer data to life. The information that you gather from tracked interactions with email, web, and print campaigns feeds into a powerful campaign journey creator. Create highly personalized journeys that are timed appropriately based on prospect intelligence. Measure a prospect's lifecycle stage and act accordingly — provide them with relevant, timely content when they are ready.

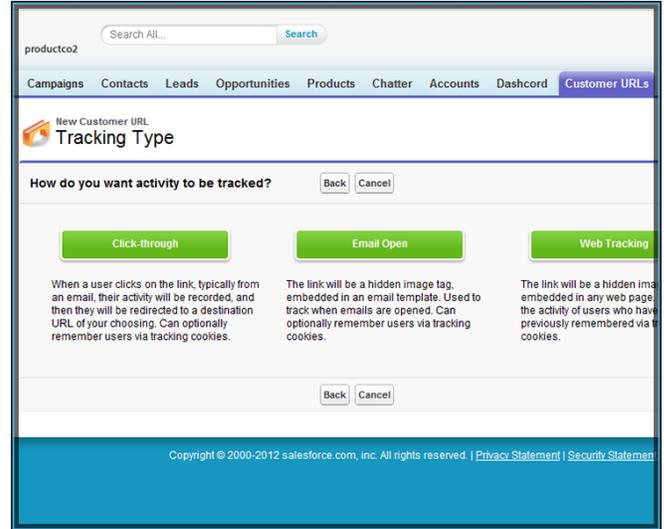
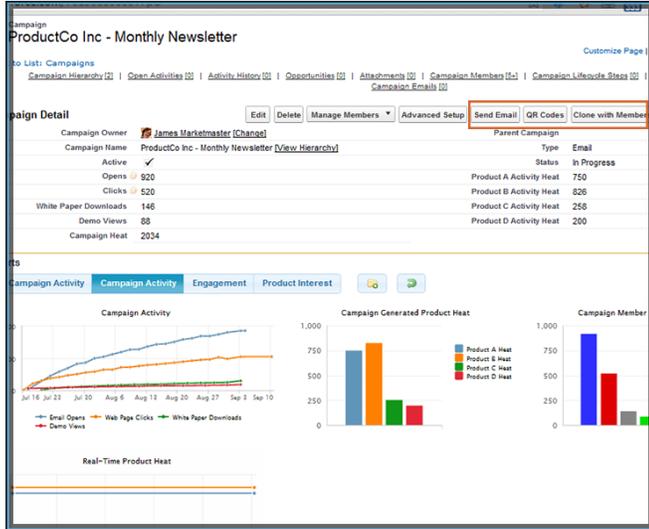
You can create beautiful email templates with a wide range of content and then only display what is relevant to an individual recipient. Built in A/B testing allows you to select the messaging with the most impact and then measure all of the interactions with your campaign.

Identify areas of interest and automatically place prospects into targeted campaigns that move along at the pace dictated by prospect behavior. Create follow up tasks for other team members in Salesforce automatically once a prospect crosses a threshold.

Dashcord's easy to use, wizard based tools run natively inside of Salesforce allowing for detailed personalization based on any of the information in your Salesforce records. Segment your lists based on intrinsic data as well as on activity and design journeys that speak to each individual.

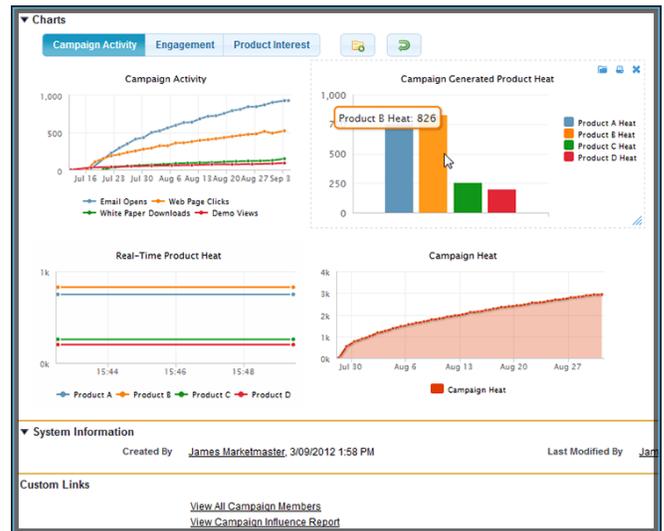
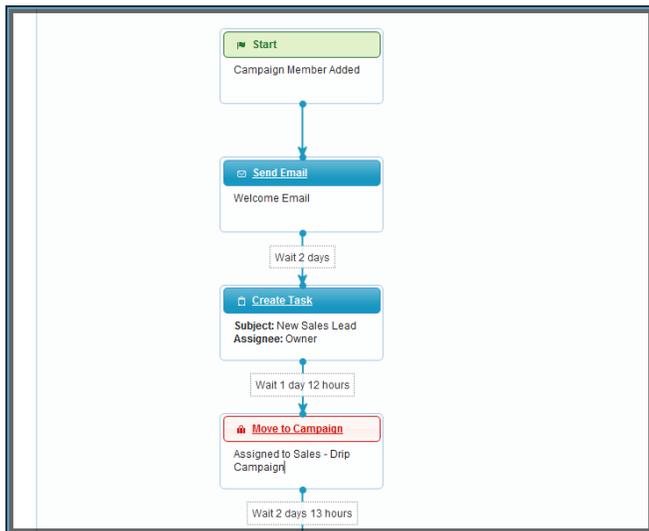
Dashcord is the only marketing automation solution that runs completely within Salesforce, making it a powerful choice for organizations looking to benefit from greater customer intelligence from within the trusted and familiar environment of Salesforce.

Salesforce native marketing automation: Dashcord screen shots



Salesforce campaign enhancements: send mass email, generate QR codes, clone campaigns with members.

Intuitive, easy wizard based setup. Designed for use by all Salesforce users, not just administrators.



Create and visualize campaign rules and workflows including email drips, task assignment, activity thresholds and more.

Visualize data in custom chart panels placed directly into Salesforce record views.