



EMBEDDED BUSINESS INTELLIGENCE

A SUCCESS STORY



THE LEADER FOR EMBEDDED SELF SERVICE BUSINESS INTELLIGENCE SOFTWARE

Over one million business users and technologists use Izenda's agile business intelligence tools to make better business decisions every day. We define software as the experiences we create for our customers and not just the features in our products.

Izenda's SaaS-based solution is available for Web or native applications and allows users to analyze data in real-time, through custom dashboards and reporting tools, with interactive visualizations.

Designed for Business, SaaS providers and Application developers to white label and embed Business Intelligence to speed time-to-market and deliver world class analytics to any vertical Market.

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IZENDA CHOOSES 366 DEGREES TO ENABLE MARKETING AUTOMATION FOR SALESFORCE.COM

The business objective was to leverage Izenda's investment in Salesforce.com (CRM) and quickly take advantage of Marketing Automation Services to improve top of the funnel outreach programs, mid funnel lead nurture stages, and automate re-engagement campaigns.

CRM AUDIENCE & SEGMENTATION

Izenda's marketing team required seamless access to leads, contacts and campaign information residing in Salesforce.com, to quickly act on lead and contact status changes in order to drive a more automated approach to campaign execution and delivery.

366 Degrees allows the marketing team to easily select CRM audiences, and segment leads matching sales stage change criteria to trigger next campaign events from 366 Degrees.

EMAIL MARKETING MANAGEMENT

Izenda utilizes 366 Degrees email marketing for sales and brand outreach campaigns associated with salesforce.com lead and contact records. 366 Degrees provides reputation management and handles all subscription opt-in & opt-out functions, directly syncing with CRM records for compliance.



Izenda found a Marketing Automation and Customer Engagement Platform that works seamlessly with Salesforce.com! 366 Degrees provides marketing insights a Business Intelligence company would expect!

Lee Nagel, Vice President Marketing -IZENDA

MEASURABLE RESULTS EMBEDDED BI

REAL TIME INTERACTIONS + ENGAGEMENT

Aligning Marketing and Sales have become the priority for Customer focused organizations. The Izenda executive team desired a Marketing Automation Platform that would provide transparency with CRM data to both sales and marketing teams. Sales and marketing now share real-time engagement visibility across prospect, lead and customer journeys courtesy of 366 Degrees platform.

366 Degrees achieves transparency through several tightly connected Salesforce.com components. Marketers creating campaigns in 366 Degrees share cross-channel campaigns including; social, email, landing pages and video assets with sales teams, via Chatter or Salesforce1 mobile. Campaign interactions and engagement activity flow directly to lead or contact records in the CRM.

SIMPLE EXECUTION BETTER RESULTS

Connecting 366 Degrees to Salesforce.com provides Izenda with the flexibility to easily tie marketing automation and email marketing directly to lead, contact and campaign data residing in the CRM. Marketing and sales visibility associated with lead, nurture and re-engagement campaigns have resulted in an increase of new business!

ABOUT 366 DEGREES

BUILT FOR YOUR SUCCESS

Customer engagement is not a tagline. It is the lifeblood and true measurement of business success. Our services act as a conduit to build stronger relationships between both our customers and the clients they serve.



LET'S TELL YOUR STORY

366 DEGREES

Marketing Automation. Sales Enablement. Brand Amplification. Success.

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