

# INCREASE YOUR CLOSING RATIO WITH NEW INSIGHTS FOR SALESFORCE LEADS

Most companies that use Salesforce don't have a way to utilize their Google Analytics or CRM Analytics at the customer level, so we built a solution to fix this.

**Our Enhanced Customer Profile Solution** improves your customer profiles by integrating your analytics platform into Salesforce at the customer profile. Improve your insights, processes, and customer relationships, and act confidently to get the most out of your Salesforce Sales Cloud investment.



## HOW IT WORKS

Our Enhanced Customer Profile Solution pushes data from Google Analytics (or CRM Analytics) into individual Salesforce customer profiles then creates easy-to-understand dashboards. These quick insights all in one place help reps know how to best personalize communication and selling opportunities with that client or lead.

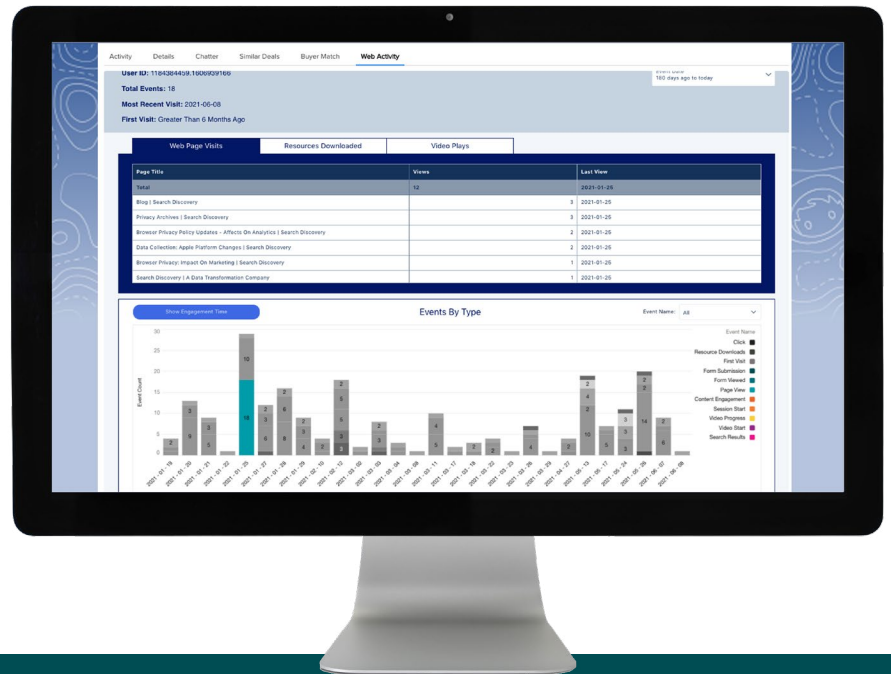


## SOLUTION BENEFITS

- Better understand how prospects and customers interact with your brand
- Give sales reps access to data to create a tailored sales experience
- Enhance your account-based marketing strategies
- Improve digital marketing efforts with customer-level data
- Reach out to prospects at precisely the right buying times
- Create opportunities to upsell products and solutions

## DATA YOU CAN PULL FROM GA TO SALESFORCE

- How many website visits
- What pages they visit
- What videos they watch
- What resources they download
- What blogs they read
- Past purchases
- What content they interact with



## WHY YOU NEED IT

**Enhance your sales process**—visualize customer-level insights in one place so you can quickly evaluate and act

**Enhance your customer relationships**—better customer profiles help your reps customize and personalize sales

**Get the most out of your Salesforce Sales Cloud investment**—advanced capabilities set you apart!