

Supporting the Full Customer Relationship Lifecycle

SubscribeNet Sales Force Integration



 **SoftSummit**[™] 2009

Background

- 5th or 6th custom project with Acrezzo/SubscribeNet
- Try Before You Buy (TBYB) site designed to serve up one or many trial products
- 3rd Sales Force integration project
- Used iRise again to successfully communicate site design and functionality
- First time utilizing Sales Force API



Demonstration

- iDoc
- Sample code from Acrezzo/SubscribeNet



Downstream

- Automated workflow emails from Sales Force alert teams to new leads
- 1,000s of TBYS leads pass through Marketing Automation System quarterly (Silverpop Engage B2B)
- Inside Sales engages prospects armed with solid information
- Customer Support engages prospects with the ability to log activity and cases



Improvements

- Have one combined product lead instead of multiple for a single visit
- Specify more user customizable elements on the Registration and Thank You pages

