

# Pivotal MarketFirst™

*Enabling long-term, mutually beneficial relationships with the right prospects and customers*

**Pivotal MarketFirst is a technology-enabled marketing solution that provides the technology, framework and applications required to ensure companies can effectively communicate with customers and prospects in a timely manner.**

## Build Relationships with the Right People

Companies strive to engage in long-term relationships with the right customers and prospects, but often lack the technology infrastructure to deliver on this promise. Marketing is where relationships start. Today’s smart marketer needs the technology infrastructure that their sales and service colleagues have long had to invest in building the right long-term and mutually beneficial relationships.

Pivotal MarketFirst gives organizations the technology, framework and applications required to build rich long-term relationships with the right prospects and customers.

### **Pivotal Marketing™ Suite**

**Pivotal MarketFirst™**

Pivotal MarketFirst Campaign Portal™

Pivotal MarketFirst Direct Mktg Manager™

Pivotal MarketFirst Event Manager™

Pivotal MarketFirst Lead Manager™

Pivotal MarketFirst Prospecting Assistant™

Pivotal Contact Center™

Pivotal Marketing Analytics™

The enhanced Pivotal Marketing suite interacts with and complements the Pivotal CRM Suite, which also includes Pivotal Sales, Pivotal Service, Pivotal Interactive Selling and Pivotal Partner Mgmt Suite.

With outsourced lead generation campaigns or un-integrated websites, marketers miss out on valuable opportunities to better understand and target prospects and customers. With Pivotal MarketFirst, marketers capture profile data *at every point of interaction* – from web landing pages to email campaigns – building in-depth profiles as a by-product of marketing, and empower the marketing team with the insight and information required to create effective campaigns.

Pivotal MarketFirst is a complete marketing application set, enabling marketers to centrally plan, design, define, test, execute, track and evaluate effective global marketing campaigns, programs and processes.

## Delivering on the Four Pillars of Marketing

Any technology-enabled marketing solution must be able to address the four essential pillars of a robust marketing program in a cost-effective manner.

### **Step One - Creating the Lead**

Effective marketing campaigns start and nurture prospect and customer relationships. Effective marketing programs deliver the right leads to Sales, within budget, and help keep longer term prospects warm until they are ready to make a buying decision.

Pivotal MarketFirst supports the rapid planning and designing of marketing programs that meet specific objectives. An intuitive interface streamlines the execution, and evaluation of each program. Building on a strong foundation of profile data, marketers can put in place even the most complex multi-wave marketing campaigns to reach wide and diverse audiences. By completely integrating marketing channels, including email, web, online, physical events, and traditional direct marketing programs, marketers can more easily generate the right prospect and customer leads.



Lead Capture, Qualification and Distribution	
<b>Lead Capture</b>	<ul style="list-style-type: none"> <li>Track leads from both direct and indirect sources as they are captured across multiple channels, including email-based campaigns, website, and offline channels.</li> </ul>
<b>Lead Qualification &amp; Distribution</b>	<ul style="list-style-type: none"> <li>Route leads to the appropriate resource based on user-defined rules, or lead distribution rules already defined in Pivotal Sales.</li> <li>Deliver leads from online channels to ensure timely follow-up by appropriate resources.</li> </ul>
<b>Synergies with Pivotal Sales</b>	<ul style="list-style-type: none"> <li>Seamlessly distributes leads to Pivotal Sales in real-time, ensuring all leads are followed-up.</li> <li>Sales users receive scored leads and complete contact profile information, saving valuable time and ensuring conversations start off smarter.</li> </ul>
Real-Time Reporting	
<b>Closed-Loop Marketing</b>	<ul style="list-style-type: none"> <li>Measure marketing activities in real time, allowing managers to tweak current campaign parameters, and optimize precious marketing resources.</li> <li>Report on contact interactions and responses in real time (including detailed responses, click-through tracking, outgoing events, etc), facilitating ROI calculation.</li> <li>Capture all activities, facilitating the creation of reports that show audience size compared to actual deals closed, allowing the marketing organization to provide concrete proof of their effectiveness.</li> </ul>
Empowering the Distributed Marketing Organization	
<b>Unicode-enabled</b>	<ul style="list-style-type: none"> <li>Extend market reach with support for campaigns that can be centrally launched to all countries/in all major languages worldwide via email and the Web.</li> <li>Create web-based landing pages and highly-personalized, HTML-based e-direct mails in each prospect's language of choice.</li> </ul>
<b>Conditional Content</b>	<ul style="list-style-type: none"> <li>Automatically assemble one-to-one customer communications by creating content specific to each company's profile (such as industry vertical, revenue, geography, etc) and each recipient's personal preferences (such as business role, budget influence, language, etc).</li> </ul>
<b>Multi-channel Support</b>	<ul style="list-style-type: none"> <li>Support for email, direct mail, fax and web outbound delivery, as well as easy-to-setup inbound web site landing pages – all managed within a single application.</li> </ul>
<b>Campaign Portal</b>	<ul style="list-style-type: none"> <li>An easy-to-use, web-based wizard allows remote users to rapidly create campaigns that leverage corporate brand, while tailoring messaging to fit market culture, language and values.</li> <li>Ensure compliance with local privacy legislation, as well as corporate privacy policies.</li> </ul>
<b>Marketing Blueprints</b>	<ul style="list-style-type: none"> <li>Four out-of-the-box "best practices" blueprints (process flows with conditional logic) facilitate creation of event management, direct marketing, prospecting and lead management programs.</li> </ul>

## CRM That Fits Your Business

Pivotal is the only complete CRM platform and application suite that can be tailored to fit the unique requirements of every enterprise. Drive measurable results that matter with CRM that works the way you do.



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