

MaaS Impact Sales Insight

MaaS Impact Sales Insight is a social sales application that helps sales teams understand, prioritize, and interact with the hottest leads and opportunities to enable smart selling and close more business faster. Sales reps are better prepared at every stage of the revenue cycle to deliver the right response at the right time to ensure the right revenue results. MaaS Impact Sales Insight works natively inside Salesforce CRM, meaning there's nothing new to learn, no new tools to install, and no need for additional IT.

Today's B2B buying process has changed. Prospects are more informed than ever, gathering information on products and services through the Web, social media, and third parties, and will only interact with you when they are ready. As a result, sales teams require the deepest insight possible to understand B2B buyer intent—from demographic attributes to online behaviors—and must be able to use this information to react quickly to the hottest leads and opportunities in a highly targeted and relevant way.

A "Sixth-Sense" Awareness for Sales

Designed expressly for the needs of sales users, MaaS Impact Sales Insight offers sales reps unprecedented insight into their best leads and opportunities, and highlights the most relevant information to help close more business faster. By offering sales intelligence in a way that is easy to prioritize and digest, MaaS Impact Sales Insight gives reps a "sixth sense" so they are able to contact the right leads with the right message at the right time. Sales can also send smart email campaigns and get instant updates when leads and opportunities open email, visit the Web site, or show other relevant buying signs. Finally, MaaS Impact Sales Insight is a 100% native Force.com application, meaning there's nothing new to learn, no new tools to install, and no need for additional IT.

- Unmatched sales intelligence – By gaining sales intelligence that is easier to understand and digest, sales teams can react more quickly to their hottest leads, gain deeper insight into buyer behavior, and have more relevant conversations that close deals.
- Prioritization for faster sales reaction – Sales reps often don't have time to sift through all prospect activity details. With MaaS Impact Sales Insight, they get a continuously updated dashboard of their best leads and opportunities, prioritized by quality and urgency.
- On-the-go sales insight – Sales teams are mobile—their sales insights should be as well. MaaS Impact Sales Insight delivers information directly inside Salesforce, on mobile phones, and via email or SMS alerts.
- Behavioral tracking for known and anonymous prospects – MaaS Impact tracks all Web activity, including the visitors you don't know yet. By using IP-lookup technology, MaaS Impact tells reps the names of the companies in their territory that are visiting the Web site and turns that anonymous traffic into business contacts using Jigsaw, Demandbase, and LinkedIn.
- Email and campaign capabilities to empower Sales – MaaS Impact provides true sales and marketing alignment, giving sales reps the ability to not only send personalized emails, but also add prospects to campaigns. With MaaS Impact, reps can determine which leads to recycle back to marketing for nurturing, which ensures that no lead gets lost in the funnel.

Benefits Snapshot

- Delivers sales intelligence that matters with detailed activity data organized into "Best Bet" priorities and relevant "Interesting Moments"
- Enables Sales to send trackable emails, launch automated campaigns, and find new prospects by monitoring anonymous Web traffic
- Gives information where you want it, when you want it with "Lead Feed" updates to any device

Some of Our Customers



About MaaS Impact

MaaS Impact is the revenue-focused marketing automation company, revolutionizing how marketing and sales teams of all sizes sell and succeed at every stage of the revenue cycle. Delivered in the Marketing Cloud, MaaS Impact's powerful and easy solutions provide the fastest time to value and ignite explosive revenue growth from the earliest phases of demand generation and lead management to the pursuit of revenue and customer loyalty.

MaaS Impact Lead Management gives marketing the power and flexibility to automate demand generation campaigns and deliver more high-quality leads with less effort, and MaaS Impact Sales Insight helps sales understand, prioritize and interact with the hottest leads and opportunities to close more business faster. Known for providing the most innovative customer experience, MaaS Impact was voted 'Best Marketing Automation Application' by Salesforce customers on the Force.com AppExchange. As of November 2009, more than 300 mid-market and enterprise companies in twelve countries have selected MaaS Impact. For more information, visit MaaS Impact online at

www.maasimpact.com.



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Key Features

Best Bets and Watch List

Focus instantly on the hottest leads and opportunities.

- See a dashboard of your best prospects
- Prioritize your time based on quality (Stars)
- Find the hottest opportunities using Urgency (Flames)
- Follow the leads and contacts you care about

Interesting Moments

Monitor the key moments that really matter to sales.

- Get Facebook-style "status updates" from the leads and contacts you follow
- Highlight key activities that indicate buying interest
- Use the collective intelligence of marketing and sales to synthesize detail activity data

Lead Feed and Instant Notifications

Get updates from your contacts, anytime and anywhere.

- See continuous updates from your leads & contacts
- Subscribe to your feed over RSS
- Get instant notifications over email or a mobile device
- Review updates on an iPhone or other mobile phone

Lead Detail and Activity Tracking

Understand the interests and activity of each account.

- Drill into leads, contacts, accounts, or opportunities
- Identify when accounts are engaged with you, and what they are interested in discussing

- See which messages your contacts respond to, and what keywords they use
- Warm up cold calls by seeing which leads open emails and visit the Web site

Insight to Action

Sell smarter using MaaS Impact email and Smart Campaigns

- Work directly inside Outlook or Salesforce CRM
- Send individual emails or entire campaigns to multiple recipients
- Use best practice templates or start from scratch
- Add prospects to lead nurturing flows and other campaigns

Anonymous Web Traffic

Turn anonymous Web visitors into leads.

- Define the territory you want to monitor
- See names of companies visiting the website
- Use LinkedIn to find connections at visiting companies
- Research companies and buy business contacts using Jigsaw and Demandbase

Native Force.com Application

Work natively inside Salesforce CRM.

- Works the way Salesforce works
- Nothing new to learn
- Fast adoption with no training
- Easy to install by any Salesforce administrator

Customer Adoption

"Since we began using MaaS Impact Sales Insight, we've seen a lift in our qualified lead conversion rate and our ability to better manage our pipeline and prioritize our strongest leads."

— **Sally Lowery, Director of Lead Acquisition and Online Marketing - Bronto Software**

Name	Account	Last Interacting Element	Date	Status	Priority
Hanna Smith	Hanna Smith	Email: Opened and read new Customer Follow-up	5/19/2009 12:38 PM	Lead	High
Christine Jacobs	Christine Jacobs	Web: Visited the Customer Testimonials page	5/19/2009 9:00 PM	Lead	High
Patricia Canady	Patricia Canady	Web: Visited the pricing page	5/19/2009 9:00 AM	Lead	High
Colleen Jones	Colleen Jones	Web: Repeat web visits in one week	5/19/2009 9:05 AM	Customer	High
John Smith	John Smith			Contacted	High
Erin Smith	Erin Smith	Email: Clicked Link in Sales Email	5/15/2009 1:50 PM	Contacted	High
Christa Jones	Christa Jones			Priorit	High
Patricia Canady	Patricia Canady	Email: Clicked Link in Mail Email: Hot Practice ebook	5/17/2009 3:07 PM	Qualified Demo Done	High
Erin Smith	Erin Smith			Contacted	High

ENABLE YOUR SALES REPS

Learn more at
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or
www.maasimpact.com.