

The Answers Marketers Need

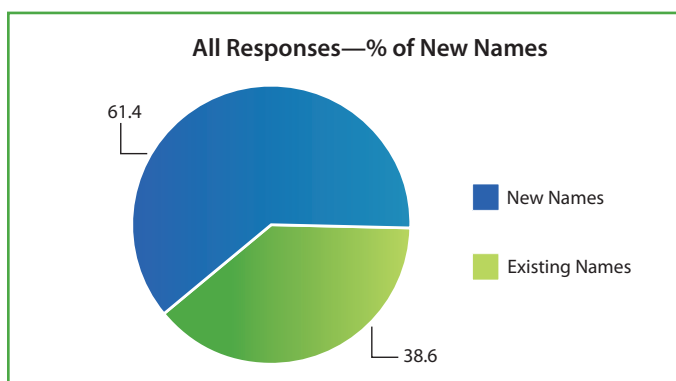
Full Circle CRM gives you the answers you need to improve marketing results, drive more revenue, and plan with confidence. Built natively on the Force.com platform and fully integrated in to salesforce.com's native campaign management application, Full Circle CRM gives you the right foundation so that all of your marketing data is clear and always adds up.

Key Features

Track & Measure Marketing Campaigns

The Complete Campaign Lifecycle

From tracking which campaigns are generating new names vs. touching existing names to measuring which campaigns are engaging your prospects in various stages of the sales cycle, now you can have complete campaign lifecycle metrics. With Full Circle CRM marketers no longer have to run separate reports across Leads and Contacts to understand the health of their campaigns. Our patent pending technology captures all the data in one central location. Even better, you are able to capture the outcome of every response giving you deeper insight in to historical campaign performance.



Campaign ROI

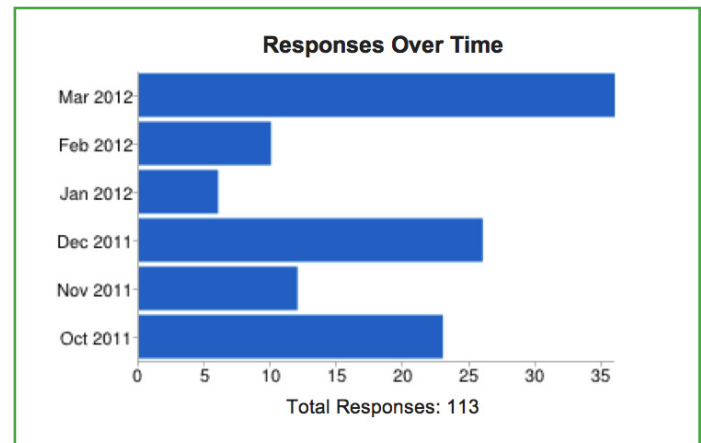
While the most recent campaign touch is an important metric when looking at campaign ROI, we believe the campaign response that drives sales engagement should be the one to take precedence. Don't worry though. The most recent campaign touch and the first campaign touch are also significant. So important, that Full Circle CRM tracks them all.

Top Performing Campaigns By Influenced Revenue

Campaign Name	Sum of Influence Revenue
Website - Free Trial Promotions	\$111,965
Enterprise Webinar Program	\$52,121
2012 User Conference	\$40,000
Outbound Sales Call Campaign - Telco List	\$18,750
SMB Lunch and Learn Programs	\$15,217

Weighted Campaign Influence Revenue Attribution

Full Circle CRM captures the first, last and primary campaign for ROI calculations—but what about all of those campaign responses that influenced and contributed to closing the deal? Our product supports the ability to attribute revenue to all campaign touches, either by using our flexible weighted influence model—or by building your own model to plug into our system. With Full Circle CRM you can demonstrate the revenue impact of all of your campaign responses and know where your marketing spend is really paying off.



Response Lifecycle Management

Ensure Follow Up on Every Response

Full Circle CRM gives sales an easy way to track and follow up on every response across both leads and contacts. Whether you are using our built-in scoring, or scores derived from your marketing automation tool, we leverage this intelligence to identify which responses are sales ready, and then assign and notify sales to begin driving the engagement. With our unique tracking mechanisms both sales and marketing are given a unified view of campaign responses to ensure no Lead or Contact is left untouched.

Save Time and Improve Operations

Stop bothering sales with requests to follow up on prospects they are already working. The Full Circle CRM evaluation criteria takes the guesswork out of the follow up for you. Our software understands if a prospect is actively being worked and tracks the response accordingly. Not only can marketers gain visibility into responses from active prospects, marketers can also monitor sales follow-up SLA's and engage with sales appropriately, eliminating expensive round-robin double follow-ups.

Marketing Intelligence

Monitor Marketing's Health

Full Circle CRM ships with two standard dashboards that give you deep visibility into campaign performance, sales rep performance, and marketing pipeline. The Marketing Intelligence Dashboard gives you up-to-date performance metrics across all your campaigns with the ability to slice and dice by key segments. Use the Response Management Operations Dashboard to track key performance indicators plus sales rep engagement rates and assignment volumes.

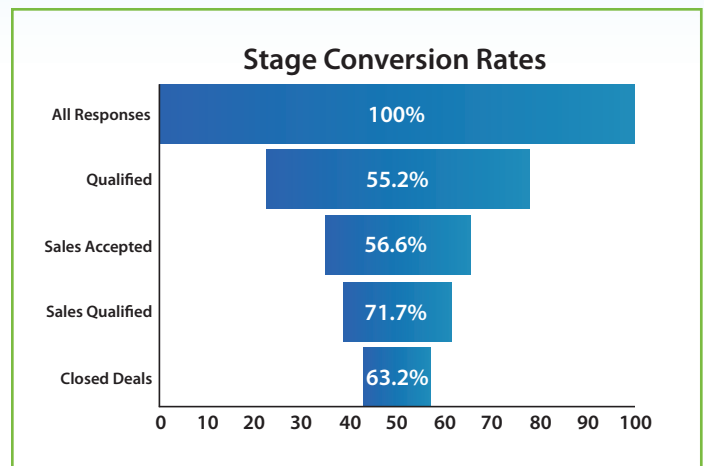
Marketing Funnel Analysis

Find all of your marketing waterfall metrics across Leads and Contacts in the Response Intelligence tab. Get visibility into conversion rates at every stage of the funnel from marketing qualified to closed, and see where responses are getting stuck with our Marketing Velocity Reports. Our easy-to-use comparison charts allow you to quickly understand how current results compare with campaign performance from previous time periods.

About Full Circle CRM

Full Circle CRM gives marketers a full marketing performance management solution, ensures every deal is attributed to the right campaign so you can get accurate ROI, and answers all your marketing questions in one place. Our cloud-based product is built 100% on salesforce.com and is compatible with the leading marketing automation solutions. All your marketing data is in Salesforce.com and so are the answers.

Founded by former salesforce.com executives, product managers, and marketing automation specialists—we know what it takes to run a successful marketing organization. We are passionate about giving all marketers the answers they need to plan with confidence and grow revenue.



So Much More...

Are you a high-volume business?

- ✓ Full Circle CRM supports the ability to track repeat responses to the same campaign.

Want to understand the volume and outcome of responses each sales rep has been given for follow up?

- ✓ Our software provides full assignment volume and outcome metrics.

Need to support a two-tiered sales model across Leads and Contacts?

- ✓ Fully supported.

Only work in Contacts?

- ✓ Now you can qualify and convert Contact records.

Multi-national?

- ✓ Localization is fully supported.

And more...



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