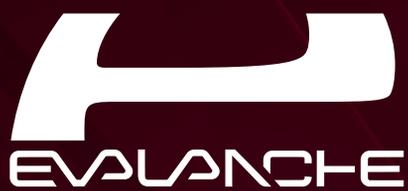


EVALANCHE LEAD MANAGEMENT



EVALANCHE

THE LEAD MANAGEMENT SOLUTION

"Evalanche is now targeting companies that want to benefit from a powerful e-mail marketing solution and also want to support marketing and sales with a professional lead management solution."

Tobias Kuen

SC-Networks GmbH, Managing Director

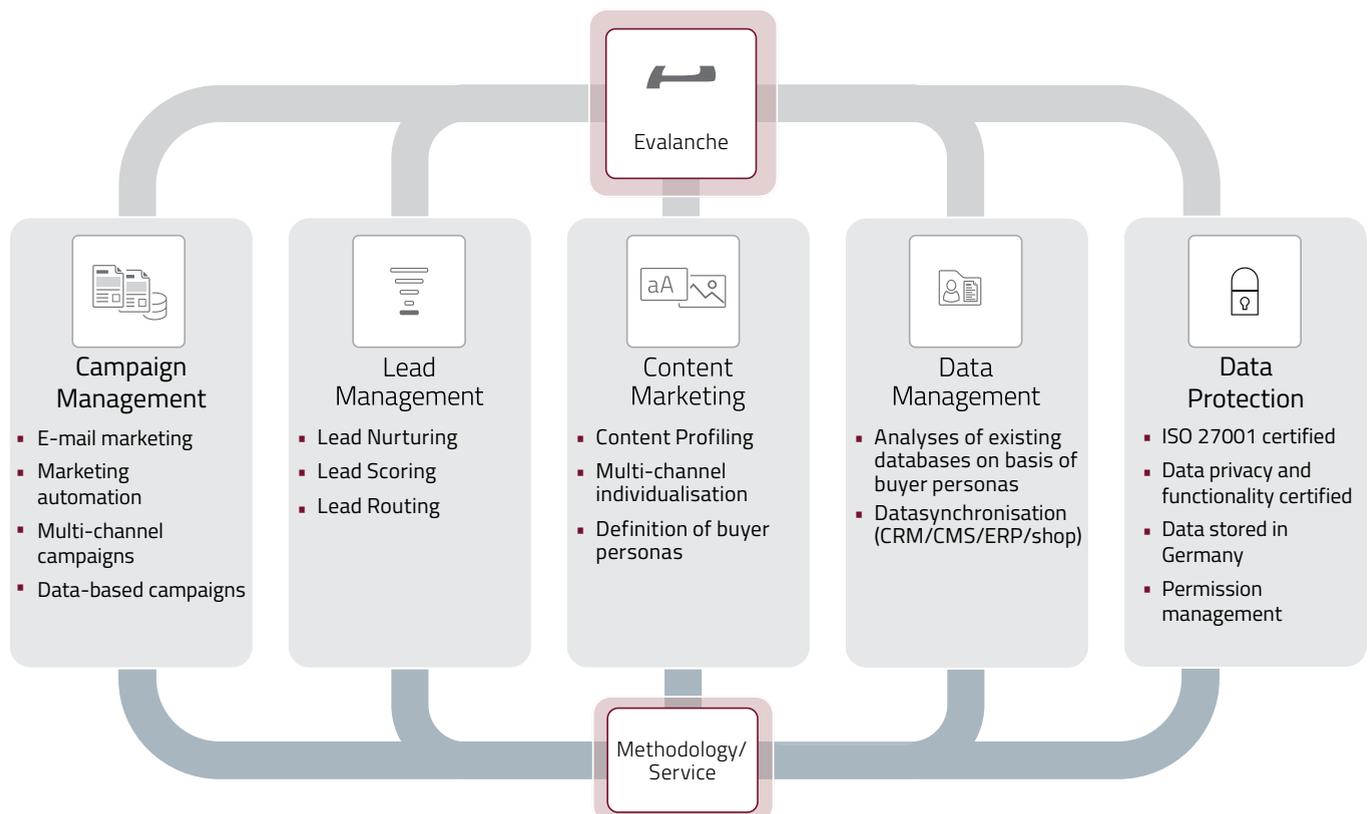


The powerful Evalanche e-mail marketing platform has been expanded to become a professional lead management solution – including lead scoring, lead nurturing and content marketing modules with persona-based content development and analysis.

The following is offered in a combination package consisting of consultancy, implementation and product functionality:

- Lead management through lead scoring and lead nurturing
- Campaign management including e-mail marketing, landing pages and social media using automated workflows
- Marketing automation methods
- Content marketing based on definition of buyer personas
- Integration of sales through CRM integration, e-mail alerts and automated lead assignment
- Data management

While all familiar and proven functionalities of Evalanche will remain available, a powerful marketing automation platform will be created, which will be continually developed.



LEAD NURTURING

Lead nurturing includes all measures taken by a company to address a prospective customer with relevant information at the right time, suited to the phase of the purchase decision that the prospective customer is currently in. Evalanche develops activity and profile-based flows to provide your leads with relevant content regularly and automatically.

Further functions and features:

- Definition of target groups and "buyer personas" by means of activity or profile-based behaviour
- Content mapping based on the various sales stages
- Definition of workflows and "triggered e-mails"
- Dynamic qualification of leads through analysis of nurturing behaviour

LEAD SCORING

Lead scoring is a method for evaluating leads in two respects: firstly, by the completeness of the profile (explicit) and secondly, by the lead's response to the communication (implicit). Define the degree of qualification of your leads based on explicit and implicit evaluation criteria (e.g. from A to D). Once a lead reaches a certain rating, it is forwarded to sales.

Further functions and features:

- Evaluation of the various online activities (e.g. form, event attendance, etc.)
- Incremental increase in the implicit scores by activity
- Explicit scoring based on persona and segments
- Multi-variant scoring

LEAD ROUTING

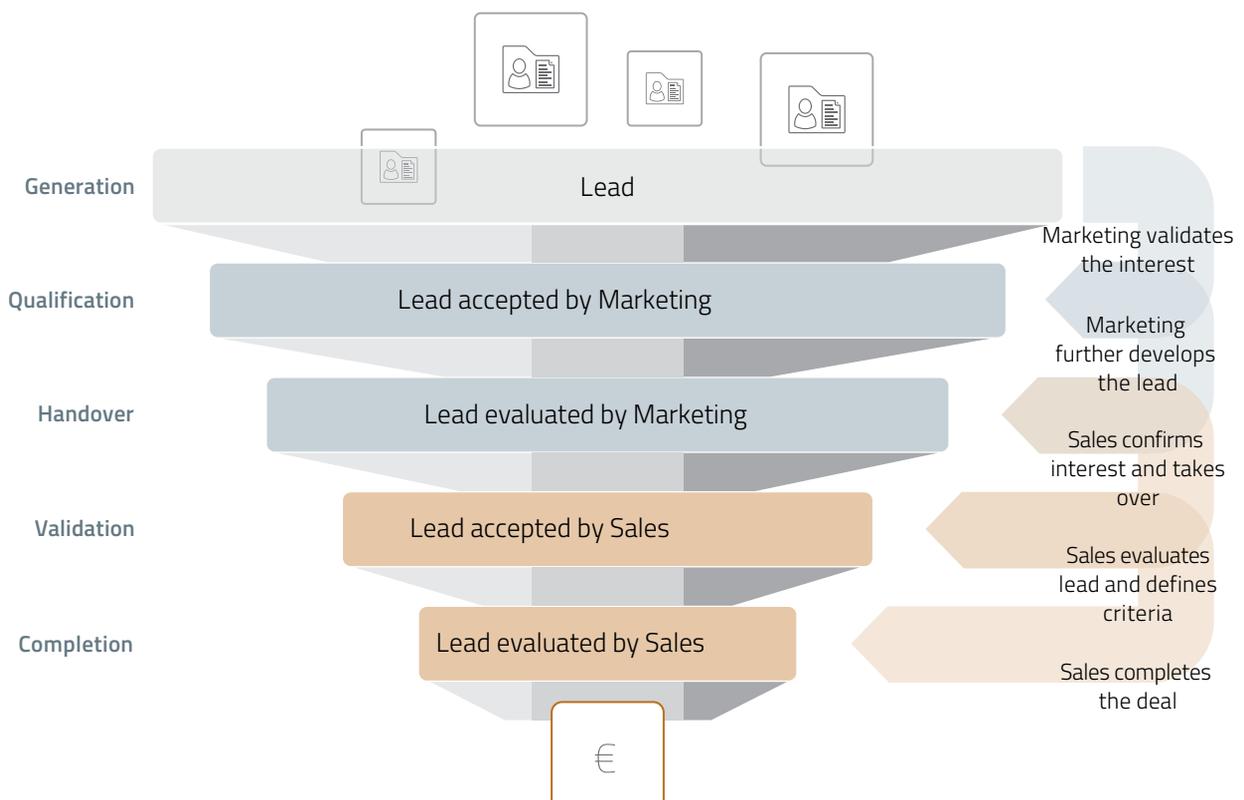
Lead routing refers to the transfer of leads from marketing to sales and directly to the employee who will be responsible for the respective lead. Transfer only qualified leads to your sales department using an automated process. Sales staff are informed via e-mail when they are assigned new leads. Leads are assigned to the right contact person and can thus be contacted directly.

Further functions and features:

- Alert management
- Automatic assignment to the right sales staff
- Automated data synchronisation with CRM or e-mail push services

THE SERVICE RANGE INCLUDES THE FOLLOWING STEPS

1. Review of your current demand funnel model: Analysis of your current approach to increasing demand and agreement on a joint approach of your sales and marketing processes.
2. Establishing your sales process steps: Support in defining the different phases and gradual development of the appropriate conversion criteria.
3. Definition of your ideal customer profile: Support in defining your ideal customer profile and description of the buyer personas.
4. Close collaboration of marketing and sales: Optimisation of the hand-over process from Marketing to Sales and the determination of the subsequent time frame taking into account the qualification level of the relevant lead.
5. Review of the existing hand-over criteria and discussion of the connection of lead scoring qualification criteria and behaviour-related interests.
6. Upon completing a workshop you will receive a multi-stage concept that sets out the next steps.

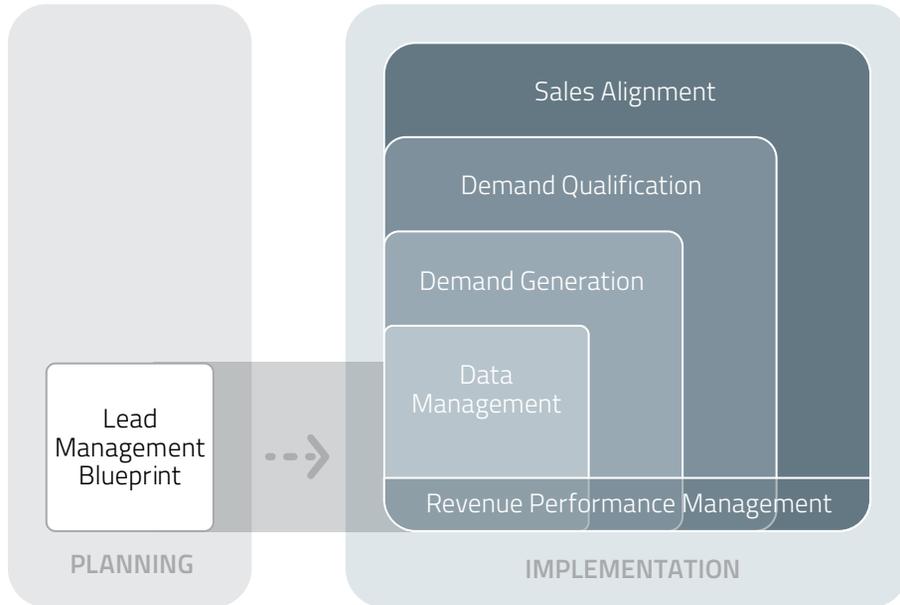


BENEFITS OF AN INTEGRATED LEAD MANAGEMENT PROCESS

- **A joint demand funnel:** Your sales and marketing teams have a joint demand funnel that is aligned to scheduled growth.
- **Precise conversion focus:** Your sales and marketing teams will have precisely defined sales stages, which contribute to the continuous optimisation of your processes and thus the achievement of higher conversion rates.
- **Definition of an ideal customer profile:** A jointly approved buyer definition is available to your sales and marketing teams.
- **Seamless handover:** Your sales and marketing teams now have a seamless handover interface to assist the buyers with advice and support during the entire process.

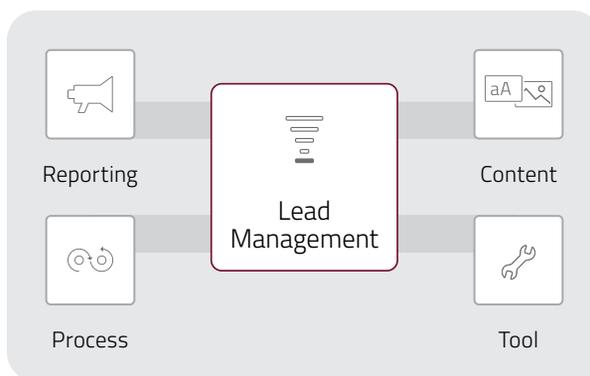
NEXT STEPS

Implementation of an integrated lead management based on the requirements defined in the workshop:



LEAD MANAGEMENT METHOD

We offer a lead management method that quickly adapts your sales and marketing processes to control your sales pipeline more effectively, shorten sales cycles and significantly increase the average number of completed business transactions.



'As a global provider of consultancy and services, ec4u supports companies in the fields of marketing automation, lead management and inbound marketing. We can now do this even more efficiently in cooperation with Evalanche.'

Reinhard Janning
CDO, Chief Digital Officer, ec4u expert consulting ag



CERTIFIED QUALITY

The certification to ISO/IEC 27001 and the certification for data security and functionality from TÜV SÜD represent an independent recognition of the quality of services offered by Evalanche. Customer-oriented core competence for software maintenance and further development directly on site in Germany is the guarantee for first-class service – with rapid response times. Evalanche is hosted in TÜV-certified computer centres and stands for state-of-the-art e-mail marketing for the international market.

