

# Lyris HQ for Salesforce.com®

Seamlessly integrate your CRM and email marketing for powerful targeting and results.

Lyris HQ for Salesforce provides powerful email marketing functionality that integrates Lyris HQ directly with your company's Salesforce account. Easily send targeted campaigns to your Salesforce Leads, Contacts, Records or Reports and automatically track each response – clicks, opens, bounces, unsubscribes – right in the recipient's individual Salesforce record. The result: more relevant communications, shorter sales cycles and more closed deals.

## Synchronize marketing and sales communications

With Lyris HQ for Salesforce, sales and marketing can work together from the same database – updated in real time – to coordinate interactions with prospects and realize better results. Sales reps gain clearer insight to prospect's interests and activity. Marketing can conduct more targeted campaigns.

- Conduct and track all marketing and sales activities from a single database of record.
- Activate trigger email programs that reach out to prospects at just the right time and result in higher response rates.
- Avoid tedious manual data handling.

## Personalize messages for greater relevance

Send more targeted mailings with relevant messaging based on where a prospect is in the sales cycle.

- Set up personalization attributes once and forget it.

- Segment email campaigns based on sales activities.
- Automate lead nurture campaigns for more relevant messaging.

## Arm sales with better insight and tools

Lyris HQ for Salesforce gives sales a complete picture of their contacts' and leads' interest levels right inside the individual records they're already using.

- Automatically updates individual records with email campaign activity.
- Provide a selection of ready-made email templates for 1:1 email messages.
- Marketing can send emails on behalf of sales reps using their return address.

Email Marketing  
Web Analytics  
Deliverability Tools  
Content Creation and Management  
plus Search, Mobile  
and Social Media Marketing

## Lyris HQ for Salesforce Highlights

- Seamlessly integrate with Salesforce
- Maintain one database of record
- Streamline campaign management and reporting
- Create powerful segments based on sales activity
- Included in your Lyris HQ seat license

