

Software Reduces Steps Required to Create Measurable Marketing Campaigns

Market2Lead's New User Interface Combines Ease of Use with Comprehensive Functionality

Feb. 16, 2009 - [PRLog](#) -- Editors: A high-resolution screen capture of Market2Lead's new drag and drop graphical editor for automated campaign creation is available at

http://www.market2lead.com/screenshots/Market2Lead_screenshot-workflow.jpg.

This news release is available online at <http://www.market2lead.com/company/pr2009-02-16.html>.

SANTA CLARA, Calif. — February 16, 2009 — Market2Lead, a leading provider of marketing automation software and services, today announced a significant advancement in the usability of on-demand marketing automation. The company has released a new user interface for its products that makes creating automated demand generation campaigns faster and easier while maintaining its software's unique capabilities to control automated lead nurturing campaigns through complex arbitration rules.

“Until now, the usability of on-demand marketing automation software declined as systems became more complex,” said Geoff Rego, co-founder and CEO, Market2Lead. “Our new user interface reverses that trend. It enables our software to provide marketers both the sophisticated functionality they desire and an interface that's so intuitive, even entry level marketers can build marketing campaigns in as few as three easy steps. Our on-demand software helps marketers automate campaigns, deliver higher quality leads to their sales departments and save time.”

David Raab, database marketing consultant and author of the “Raab Guide to Demand Generation Systems,” said, “Usability is about more than making things easy: it's about making important things easy. Market2Lead's new interface makes the system's powerful capabilities vastly more accessible to non-technical users.”

Adam Sarner, Research Director, Gartner, Inc., said, “Marketing automation software continues to be a popular investment, especially as the recession places stronger importance on nurturing leads that are not yet ready to buy. Many of the applications that perform such nurturing also offer many other capabilities, including the ability to manage multi-channel campaigns and provide business intelligence-style analytics. As the capabilities of these programs increase, they can become more and more difficult to use. A well-designed user interface that enables marketers to do complicated things easily becomes an important differentiator in the market.”

Features of Market2Lead's new user interface include:

- A new drag and drop graphical editor for automated campaign creation
- Significant dynamic navigation improvements including direct access to opportunities so that marketing ROI can be measured
- Greatly enhanced smart search function
- New campaign, program, web form and list creation wizards
- Many new operational reports for instant access to marketing results
- Enhanced web services API that enables customers to configure automated imports and exports to and from their own custom data sources

“With this new release Market2Lead customers will find it easier and faster to create sophisticated automated lead nurturing campaigns,” Rego said. “The wizards for creating campaigns, forms and target lists will help new users get up to speed and become productive very quickly. And the drag-and-drop graphical editor for building sophisticated nurturing campaigns makes this functionality accessible to

marketers at all levels.”

The latest release of Market2Lead’s software is available immediately. For more information, visit www.market2lead.com/solutions/marketing-automation-release-notes.html.

About Market2Lead

Market2Lead Inc. is a leading provider of marketing automation software and services that help companies generate more and better-qualified leads and close more sales. Market2Lead accelerates demand generation and revenue growth by enabling marketers to effectively nurture leads through the sales cycle and to contact, cultivate and close more business. The company's software and services enable leading enterprises to progressively gather deeper insight into individuals, their needs and their purchase intentions and to use this information to guide automated campaigns. Market2Lead is a privately held company headquartered in Santa Clara, Calif. For more information visit www.market2lead.com.

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Country	United States
Industry	Advertising, Marketing, Technology
Tags	Market2lead
Link	https://prlog.org/10183383



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