

Get, Keep & Grow More Customers

Integrating Cloud Technology & Data Solutions



CoreMatrix knows that growing your business is your number one priority. We also know that without having accurate, constantly refreshed data, your Marketing and Sales efforts will suffer. That's why we're bringing together the most powerful systems for Sales, Marketing and Data—Salesforce.com, Aprimo Marketing Studio On Demand, and D&B360 to ensure you Get, Keep, and Grow More Customers!

Enrich Your Data with D&B360



Nothing is more important than the integrity and accuracy of your data. Bad, missing or outdated data slows you down and prohibits you from effectively mining it for success. The integration of D&B360 with Salesforce.com changes all of that. D&B360 constantly refreshes your data by automatically finding, matching, and augmenting your database—completing and updating information—ensuring accuracy and your ability to mine and segment your data for your Sales and Marketing efforts.

Generate Quality Leads with Aprimo



You've enriched your data, now it's time to put it to work for you to generate quality leads. That's where the power of Aprimo's Marketing Studio On Demand comes in. Aprimo enables you to target the right message, to the right audience, at the right time. Conduct campaigns with your enriched data based on demographic and behavioral characteristics and develop lead scores to help you generate qualified leads.

Grow Revenue with Salesforce.com



The qualified leads created with Aprimo Marketing Studio On Demand are now seamlessly integrated with Salesforce.com. Your Sales teams benefit because not only are they getting high quality leads, they also have all of the demographic and behavioral data captured in Aprimo at their fingertips. They can see which campaigns their customers and prospects have responded to and what their interaction with your company has been. This seamless integration with Marketing and Sales enables a targeted sales approach to secure the prospect and convert them to a valuable customer and grow revenue.



Get, Keep & Grow More Customers

The integration of Salesforce.com, Aprimo Marketing Studio On Demand, and D&B360 ensures that your Sales and Marketing teams have end-to-end visibility throughout the entire Marketing and Sales cycle. Visibility coupled with accurate data along with streamlined operations enables you to launch better campaigns and programs to produce better results.

The Power of an Integrated Sales and Marketing Cloud Technology and Data Solution:

- Sales teams receive more qualified leads
- Leads don't fall through the cracks
- Marketing can measure effectiveness of campaigns and track results
- Better synergy between Marketing and Sales efforts creating better results
- Sales teams can view all Marketing activities associated with prospects/customers
- Streamlined Sales and Marketing processes
- Increase user adoption and maximize investment of BOTH Salesforce.com and Aprimo Marketing Studio applications



Rely on CoreMatrix Expertise to Seamlessly Integrate D&B360, Aprimo and Salesforce.com

Turn to CoreMatrix for seamless integration expertise. CoreMatrix knows it's not whether your technology works, it's whether it works for you! Our seasoned team of consultants ensures that your technology will support your business drivers and objectives.

As a valued partner of Salesforce.com, CoreMatrix has implemented Salesforce.com in over 1,200 companies throughout the United States and Canada. We know Salesforce.com inside and out. Our unique partnership with Aprimo, as one of two implementation partners in the United States, enables us to pull together these powerful Sales and Marketing tools to bring value to our customers. D&B360—the world's largest, highest quality source for business insight—enables you to connect instantly to customer and prospect data, constantly refreshing your database. This means you spend less time searching for and updating data and more time using it to grow your business.