

# FLEXIBILITY TO USE THE INDUSTRY LEADING TOOLS THAT POWER YOUR BUSINESS



Increase results from your website by using Ektron and your sales and marketing systems together

Use the data and information from your customer relationship management and marketing systems to have a more meaningful and relevant conversation with your visitors and dramatically boost the quality of the website experience.

**Choose the best tools for your business.** Ektron offers the flexibility to use the tools you are comfortable with, have allocated resources and revenue towards, and determined are the right fit for your organization.

Personalize your site visitor's experience by combining the information from your customer relationship and marketing systems with the data collected on every click of your website. Leverage Ektron to increase leads, improve conversion rates, shorten buying cycles, and gain in-depth knowledge into how visitors are browsing your site. Have the freedom to change tools as your business needs evolve, technological innovations grow, and your organization adapts to the ever changing future.

## MAXIMIZE THE RETURN ON YOUR MARKETING EFFORTS:

- Get up and running quickly with little to no IT involvement
- Nurture the lead throughout the lifecycle of the campaign
- Effectively measure results
- Connect website activity back to the lead, tying marketing efforts to sales initiatives
- Provide a personalized experience with contextual messaging

## CUSTOMER RELATIONSHIP MANAGEMENT



### TARGET AND DELIVER CONTENT ACROSS THE WEB TO DRIVE SUCCESSFUL CAMPAIGNS

- Connect your CRM campaigns to your website
- Capture feedback, leads, and improve sales insight by easily mapping Ektron forms to the CRM
- Personalize content delivery using data from the CRM
- Deliver relevancy to the site visitor by matching the right content, offer, or promotion to a prospect based on any CRM attribute

## MARKETING AUTOMATION



### GENERATE HIGH-QUALITY LEADS AND CLOSE MORE SALES

- Personalize the website experience with content targeting based on attributes in the marketing automation software
- Send an email campaign and re-targeted the same message on your website
- Capture leads by quickly mapping Ektron forms to marketing automation data

## WEB ANALYTICS



### MEASURE RESULTS, SEE TRENDS, AND OPTIMIZE THE VISITOR EXPERIENCE

- View web analytics data directly inside the Ektron CMS to understand site performance and results
- Send contextual website visitor information to your reporting tools
- Access real-time analytics and gain insight into campaign performance

## CONTENT REPOSITORY



### LEVERAGE AND EXTEND YOUR INVESTMENTS

- Increase productivity by utilizing content authored in SharePoint on your Ektron powered website
- Enhance SharePoint's value by leveraging Ektron's marketing, mobile, and globalization tools
- Minimize training and adoption concerns and increase ROI by allowing users to determine the system that works best to author in

### ABOUT EKTRON

Ektron speeds time-to-web, drives business outcomes, and builds customer loyalty through software that powers corporate websites, intranet portals, and social communities. Ektron helps its customers deliver compelling experiences to their audiences through all digital channels - including websites, mobile devices, and social networks - by using content to engage consumers and further revenue growth. The company is headquartered outside of Boston with U.S. and global offices in Australia, Singapore, and the United Kingdom.

For more information, please visit [ektron.com](http://ektron.com), [ektron.co.uk](http://ektron.co.uk), or [ektron.com.au](http://ektron.com.au).