

Manticore Technology VII

Simply Powerful Marketing Automation

Manticore Technology is an end-to-end marketing automation platform that enables companies to effectively generate and manage demand, measure and optimize marketing ROI, and develop the marketing funnel for predictable revenue growth. An award winning marketing automation solution, Manticore Technology delivers the robust functionality you need to execute, measure and optimize online marketing programs, while being incredibly easy to implement and even easier to use. With Manticore Technology you can have the best of both worlds – incredible power and unmatched usability.

KEY FUNCTIONALITY

Configurable, Intuitive UI

Manticore Technology is the first marketing automation provider to offer a customizable user interface (UI), enabling marketers to personalize their experience for their individual needs. Simply drag-and-drop widgets into your portal to create an environment tailored for you. Gain quick access to the functionality you use most. Add reports to your homepage to track mission critical campaigns. Manticore's UI is incredibly intuitive. Designed for busy marketers, Manticore Technology virtually eliminates the need for expensive IT resources.

Advanced Lead Nurturing

With Demand Booster, Manticore's intuitive lead nurturing program configurator, marketers build multi-touch campaigns to nurture prospects through the marketing funnel, ensuring a constant flow of qualified leads. With an unmatched drag-and-drop editor for building complex nurturing processes, Demand Booster perfectly combines power with ease of use. Capitalize on the advanced lead nurturing capabilities to seamlessly string processes together for a comprehensive approach to lead nurturing.

Multi-Model Lead Scoring (M²LS)

An industry first, Multi-Model Lead Scoring has shaken up the marketing automation space. Run several lead scoring models at once to match prospects with products in your portfolio.

Score prospects on BOTH fit AND behavior in response to marketing programs. Rank leads based on their level of qualification, which may include lead attributes (industry, title, etc), purchase intent (budget, timeline, authority), and level of interest in your company and offering (website visits, whitepapers downloaded, search terms). Extremely flexible, making modifications to a model is a breeze. M²LS is tightly integrated with your CRM platform, allowing you to score leads on any fields in your CRM, creating a more holistic lead score with both marketing AND sales data.

The Power of Partnership

Zephyr 47 provides B2B demand generation and revenue acceleration services and is a proud partner with Manticore Technology. More information: www.Zephyr47.com



Advanced Marketing Reporting

Manticore Technology's Advanced Marketing Reporting Analysis delivers the next level of understanding around marketing performance for optimum revenue generation and accountability. Cross Campaign Analysis enables marketers to link marketing campaign responses to deal close rates for creating your optimum marketing mix. Manticore's Campaign Pipeline Matrix directly links

campaigns to all the stages of your sales pipeline, providing a snapshot of wins, losses, and pending status for all campaigns. The robust ROI Matrix automatically calculates the ROI of marketing campaigns, enabling re-allocation of marketing dollars to top performing campaigns.

