



Marketing Benefits

Why Ihance?

There are many email marketing tools that will send email blasts and provide basic metrics. What makes Ihance different?

Ihance tracks all emails, both from campaigns as well as individual sales reps, giving you a comprehensive understanding of how marketing efforts are benefiting the sales process.

What Ihance provides that no other solution can:

Breadth. By applying marketing metrics to every email your sales and marketing teams send, Ihance provides information on all stakeholders in a target Account – not just the one individual who signed up for your newsletter. Knowing the CTO and 4 people on his technical team are investigating your product expands your view from the campaign-centric question of "how well did the newsletter do?" to include additional data such as "how are we doing at this Account?"

Depth. Other email marketing tools can tell you how many people opened your campaign, and how many clicked through. Ihance goes far beyond these basic stats, showing you every page a prospect visits and letting you know whenever they return to your site. Find out when your prospects forward your emails to other people in the company, and if they are reading your whitepapers.

Lead qualification and handoff. Lead handoff is seamless, because sales and marketing teams use Ihance in tandem. Lead qualifications are detailed and useful, because Ihance provides rich activity data upon which to base your sales strategy.

Resource allocation. Marketing collateral is time-consuming to produce; this investment needs to be complemented with measurement. Ihance provides reports tailored to your sales collateral, showing you which documents are most often used by your sales force and which generate the highest response. Highlight underutilized resources, or build upon your strongest messaging; in either case, the connection between sales and marketing is strengthened.

Even in the measurement-driven world of marketing, much of marketing's work is hard to quantify and successes can be invisible. Ihance shines a light on some of marketing's most valuable output and lets you measure its direct impact on your sales efforts at every stage of the customer lifecycle.