

# The 1st Choice of People Buying Marketing Automation for the 2nd Time

## Ready For a Long-Term Relationship?

We make this easy. We answer the phone when you call. We respond to your requests in hours, not days. You can rely on our team and our tools to help you do more with less.

Excellent software is only the beginning. Net-Results enables you with more data-driven power and the confidence of unlimited, live support.

We found that our biggest fans are people with hands-on marketing automation experience. This is about more than software. Let's do this.

## About Net-Results

Based in Denver, Colorado, Net-Results has over 13,000 users all over the world at companies that range in size from 10 employees to over 150,000. We compete head-to-head every day with companies like Pardot, Hubspot, Act-On, Marketo, and Eloqua. If you're considering working with any of these companies, there's an excellent chance that Net-Results is a great match for your needs.

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***"Powerful software, great support, and it's easy to use.  
Plus, Net-Results was priced competitively, so it was a no-brainer."***

***-Ken Barber, VP of Marketing, The Search Monitor***

### Build & Connect

*Send the right message, at the right time*

Build fully responsive, beautiful emails, forms, and landing pages with Net-Results' drag and drop, template, or HTML builders. However you work, we work with you.

Create drip & nurture campaigns laser-targeted to specific contacts. Net-Results' flexible segmentation capabilities allow you to deliver the most engaging content.

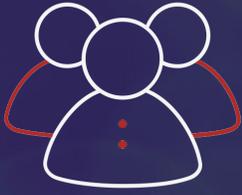
### Achieve & Measure

*Always know what is, and isn't working*

Alert sales and trigger campaigns based on intent-driven activity. Get results by getting in touch with your contacts with just the right message, at just the right time.

Built-in dashboards and reports ensure you know how effective your campaigns are and which are driving the most engagement. You aren't in the dark with Net-Results.





## 13,000+ Users

Customer and partners on 5 continents ranging in size from 10 to 150,000 employees



## Recommended

Named one of the 5 Best Bets in marketing automation by VentureBeat



## #1 Support

Highest rated customer support among marketing automation vendors on G2Crowd

## Key Features

- **Responsive Email Builder:** Create beautiful, responsive emails from a template in Net-Results' library, using our drag and drop builder, or from our HTML editor. Preview your emails on web and mobile and spam test prior to sending.
- **Landing Page & Form Builder:** Build new landing pages and forms using the intuitive drag and drop builder. Customize your landing pages without needing to edit any HTML or CSS. No need to contact your IT team.
- **Flexible Campaign Builder:** Quickly set up simple drip campaigns, autoresponses, or intelligent, trigger-based nurture campaigns to accelerate leads through the funnel. Build, launch, pause, and retire campaigns with ease.
- **Robust Lead Scoring:** Score leads based on contact detail, lead activity, and level of engagement. Include velocity of activity and score degradation with full lead score history for an even greater level of lead score control.
- **A/B Email Testing:** used to gauge the performance of different subject lines, content sections, or other variations in your marketing emails. Running A/B tests within our platform is easy and the heavy lifting is done for you.
- **Trigger Actions & Alerts:** Trigger actions based on lead engagement to keep your communications relevant. Alert sales, adjust lead score & stage, modify list membership, and sync with CRM when a lead performs an action defined by you.
- **Track Website Activity:** Track pages visited by your known, and unknown, website visitors. Tailor your outbound and sales messages based on the webpages your contacts visit for more relevant communications.
- **Sales Automation:** Establish trust between your marketing and sales teams. Customize Net-Results lead qualifications, alerts, and email templates to empower your sales team. Know that only qualified leads are flagged for sales follow up.
- **CRM Integration:** Sync lead and contact detail and activity between Net-Results and your CRM. Net-Results integrates seamlessly with Salesforce, SugarCRM, Microsoft Dynamics, SuiteCRM, as well as industry-specific and homegrown CRMs.
- **Unlimited Training & Support:** We want you to be successful. That's why all Net-Results customers are given full access to our support team. [Net-Results.com](http://Net-Results.com) | 303-771-2552  
1738 W. Hampden Street, Denver, CO 80202

# Lead Generation

Net-Results' demand and lead generation toolset makes it easy to engage, track, and convert leads to grow your contact database and fill your marketing and sales funnel.

**Forms:** Create mobile responsive forms that can be used on Net-Results landing pages, or on any other landing page or website you manage.

- **Drag and Drop Form Builder:** Net-Results' drag and drop form builder makes it easy to create landing page, contact, or any other type of form. Add or remove as many fields as you like from Net-Results, your CRM linked fields, or custom fields to gather other data.
- **Progressive Profiling:** Leverage Net-Results' progressive profiling to get more information about your leads and their unique needs. Why ask the same questions again and again when Net-Results' easy-to-configure progressive profiling can help you better understand your leads and their needs, to better focus your messaging and offers.
- **Trigger Actions on Form Submission:** Set up any number of automated tasks when a form is submitted based on criteria you define. Trigger an automated email follow up, remove or add a contact to a campaign or list, create a task or follow up reminder in your CRM, change the contact's lead score, or alert sales of the activity in real-time.
- **Map Your Existing Forms:** With Net-Results' Web Form Mapping, you can capture data from your existing forms and feed the data directly into Net-Results. No coding required.

**Landing Pages:** Creating new landing pages is quick and easy with Net-Results. The intuitive drag and drop builder empowers marketing teams to build landing pages, without needing to involve IT.

- **Drag and Drop Landing Page Builder:** Quickly create new landing pages by simply dragging and dropping elements on to the page. Customize your landing pages without needing to edit any HTML or CSS.
- **SEO:** Give your landing pages an SEO boost by simply completing a few optional fields. Just enter the text for you page's title, description, and keywords and Net-Results will create the SEO-optimized code for you.
- **Javascript & CSS:** If you have custom Javascript or CSS you need to add to your landing page, it's as simple as copying the code into a pre-defined area on your landing page. No need to contact your IT department.
- **Impressions & Conversions Dashboard:** The impressions and conversions dashboard in Net-Results makes it easy to track how many impressions and conversions your landing pages are receiving over any period of time. With just a glance, know which pages have the highest (and lowest) conversion rates.

**Website Visitor Tracking:** The pages viewed by your leads can provide incredible insight into where each lead is in the buying cycle and the precise products they're interested in.

- **Track Anonymous Visitors:** Net-Results tracks pages viewed by your known, and unknown, website visitors. When someone completes a form or clicks through an email, their past web page views become associated with their contact record. Net-Results provides you with the company name of your anonymous website visitors to give your sales team a head start on the competition.
- **Trigger Alerts:** Set up customized alerts to notify your sales and marketing teams when a contact visits a key page or has met specific conditions set by you. Know the moment a lead becomes sales ready and set your sales team up for success.
- **Understand Your Buyer:** Know the products and services each of your contacts is interested in by tracking the pages they view. Tailor your outbound marketing and sales messages for more relevant communications.
- **Impressions & Conversions Dashboard:** The impressions and conversions dashboard in Net-Results makes it easy to track how many impressions and conversions your landing pages are receiving over any period of time. With just a glance, know which pages have the highest (and lowest) conversion rates.

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## Lead Management

Net-Results' lead management and nurturing puts you in control of your campaigns. Flexible and powerful email marketing campaigns, lead scoring, and segmentation help you to deliver the right message, to the right lead, at the right time.

**Email Marketing:** Create beautiful, responsive emails with ease. Have confidence that they'll arrive in the inbox looking just the way you intended.

- **Responsive Email Templates:** Choose from a library of fully responsive, mobile-ready email templates. Each template is easily customized by dragging and dropping new elements or removing elements from the email.
- **HTML Email Builder:** If you're migrating emails from an existing system or if you're an HTML whiz, use the HTML email builder to create new emails from scratch.
- **Personalization:** Personalize your emails by easily integrating contact and account fields, such as first name, company, and job title.
- **Preview Email and Spam Test:** Know how your emails will look by previewing your emails on web browser and mobile, prior to sending. Run a quick spam test, right from the Net-Results email builder, and have confidence your email won't get caught up in most spam filters.
- **Set Delivery Window:** Set delivery windows to be sure your emails hit the inbox at just the right time.
- **Track Engagement:** Know the moment a lead has opened or clicked through a marketing or sales email, and get alerted in real-time.

**Simple Email Campaigns:** Create simple one-time or drip email campaigns in minutes.

- **Drip Campaigns:** Set up drip email campaigns to ensure you stay in communication with your leads and customers. Receive notifications and update the lead score when a contact opens or clicks through a drip email.
- **One-time Email Blast:** Need to send out a one-time email? It's quick and easy with Net-Results. Set send time, select the recipients and email, and you're done.
- **Autoresponse Emails:** Create emails that will automatically send when a user takes a certain action, such as downloading a piece of content or requesting to be contacted.
- **Email Notifications:** Send yourself, or any member of your team, a notification email when a recipient opens or clicks an email.

**Advanced Nurture Campaigns & Workflows:** Set up intelligent, trigger-based nurture campaigns to accelerate your leads through the marketing and sales funnel.

- **Flexible Campaign Branching:** Build nurture campaigns that branch as many times as you need based on flexible and powerful conditions. Set wait times between actions. Route leads down the appropriate path with ease and agility.

**Trigger Actions:** Trigger a number of actions based on lead engagement to keep your communications relevant.

- **Modify List Membership:** Easily move leads from one list or campaign to another based on predefined conditions. Have confidence that your leads are receiving only the most relevant content.
- **Send Notifications:** Send notifications to the lead owner, or to any email address you choose, when a campaign action takes place. Be sure your team stays in the know when important milestones are met.
- **Set Lead Stage (and Other Field Values):** Automatically set a contact's lead stage, or update just about any field's value, based on conditions you define.
- **Update Lead Score:** Automate lead score adjustments based on email opens, clicks, or any condition of your choosing.
- **Sync with CRM:** Create a new or update an existing CRM record. Assign lead owner, set the lead source, or create a task. Net-Results has top notch native integrations with all major CRMs including Salesforce, SugarCRM, Microsoft Dynamics, and SuiteCRM.
- **Create CRM Tasks:** Automatically create a task with priority and due date for the lead owner to follow up. Works with all major CRMs.

**Lead Scoring:** Net-Results' advanced lead scoring capabilities helps you surface your highest quality leads.

- **Contact Score:** Score leads on the likelihood they are a decision maker. Give scoring preference to leads that meet your firmographic requirements.
- **Activity Score:** Track the activity velocity of your leads and set up scoring for leads whose activity is increasing rapidly.
- **Engagement Score:** Score leads based on whether they are actively seeking out information about your company.
- **Manual Scoring:** Easily update a lead's score manually, based on offline actions.
- **Velocity & Degradation:** Have the flexibility to incorporate lead scoring models based on velocity of activity and score degradation based on inactivity.
- **Lead Qualification:** Set up intelligent lead qualification thresholds based on a combination of values and activities, rather than just a flat number.
- **Lead Score History:** Each lead's score history is easily accessible and easy to follow. Understand all actions that took place that impacted a lead's overall score.

**Segmentation:** Net-Results offers powerful lead segmentation capabilities to ensure you deliver the right message at the right time. Following are just a few examples of ways leads can be segmented in Net-Results. Mix and match conditions to laser focus your messaging.

- **Website Visits & Traffic Sources:** Segment your leads based on how they've interacted with your website such as: website visit duration, specific pages viewed, number of visits, search phrase used, and referring site.
- **Landing Page Engagement & Form Interaction:** Create segments based on specific landing pages visited and whether a form was completed or the page was abandoned.
- **Email Activity & Engagement:** Leads can be segmented by the emails they've been sent, opened, or clicked through, and whether they've qualified for specific campaigns.
- **Contact Attributes, CRM Fields, and Custom Fields:** Setup segmentation based on lead attributes such as: job title, seniority, persona, industry, location, company name, and lead stage. Any CRM synced field or custom field can be used for segmentation.
- **Lead Score:** Segmentation can easily be set up by total lead score or for any of the values that contribute to contact, activity, or engagement scores.

# Sales Automation & Enablement

Establish trust between your marketing and sales teams. Customize Net-Results' lead qualifications, alerts, and email templates to empower your sales team.

- **Lead Qualification:** Have confidence that each lead that is sent to sales is well qualified. Net-Results includes unmatched control over lead qualification thresholds.
  - **Real-time Alerts:** Set up real-time alerts for when a lead hits a scoring threshold, changes funnel stages, or is nearing or completes a milestone.
  - **CRM Sales Emails:** Create Net-Results email templates for sales to send, directly from your CRM. Know in real-time when a lead interacts with a Net-Results sales email.
  - **CRM Integration:** Sync all lead score data, reporting, alerts, and dashboards with your CRM. Net-Results integrates seamlessly with all major CRMs including Salesforce, SugarCRM, Microsoft Dynamics, and SuiteCRM.
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## Reporting & Analytics

Net-Results' beautiful and informative dashboards provide at-a-glance clarity for you and your team. Turn your data into actionable knowledge.

- **Scheduled Reports:** Set up recurring reports, sent directly to your inbox or to your team. Create customized reports for sales, executive staff, and your marketing team. Effortlessly keep everyone in the know about your marketing activities and successes.
- **Real-time Web Insights:** View website visitors over any period of time, or in real-time. Know which pages are receiving the most traffic, the search phrases and sources that are directing visitors to your site, and discover which contacts are currently on your website.
- **Conversions Dashboard:** Get insight into which landing pages are the best at converting leads. See total impressions, conversions, and conversion rates for all of your landing pages.
- **Downloads Dashboard:** Track which assets are driving the most new leads and activity for your organization. See which assets are gaining in popularity and are contributing to revenue.
- **Contacts Dashboard:** Monitor trends in your contact database. Easily see how many new contacts were added, had an email bounce, or unsubscribed over a period of time.
- **Funnel Dashboard:** Stay on top of the health of your funnel. The Funnel Dashboard shows how many contacts are in each lead stage and provides detailed information about how leads are flowing into and out of each stage in your funnel.