

Over the last few years marketing organizations have found themselves under intense competitive pressure and internal scrutiny while inundated with technology advances. And with today's uncertain economy, marketing investments and budgets are under the microscope to create specific returns. As a result, marketing organizations are asking themselves the following questions as they try to drive more value with the same or lower budget:

- How can I measure the effectiveness of my marketing programs?
- How can I execute programs more efficiently in order to test more ideas and bring more programs to market?
- How much do I understand about customer behavior or customer value?
- With an ever increasing amount of offers, products, customer types, and channels, how do I optimize the combinations to create the greatest ROI?
- How do I ensure that leads are going to the right sales person or channel in a timely manner?
- How do I make technology work for me to enhance and enable my team rather than burdening them with more administration?

Never before have marketers had so many weapons at their disposal, yet seemingly so few resources. At a time when customer retention, loyalty, and profitability are so critical, AmberLeaf has created Marketing Accelerator. Marketing Accelerator packages software and strategic services to help companies reach new levels of marketing performance quickly and cost effectively.

Marketing Accelerator contains the following components:

**Marketing Diagnostic.** The Marketing Diagnostic is an on-line application that allows an organization to enter the current state of their marketing strategy, business model, tactics, customer knowledge, and technical infrastructure. The Diagnostic is carefully reviewed and a recommended marketing roadmap - complete with costs - is created based on your specific situation.

**Customer IQ Accelerator.** There are basic metrics, statistics, and profiles that every company should know about its customers. The Customer IQ Accelerator is meant to quickly identify key customer behavior and product trends, differential value within your customer base, channel preferences, product category performance, and level of customer engagement with your products and services.

**Marketing Database.** Some companies may not have a full understanding of their customers and marketing performance because the information is located in disparate systems. AmberLeaf will create a Marketing Database to support your analytical and operational efforts.

**Campaign Management.** To efficiently plan, design, and execute multi-channel marketing programs, AmberLeaf offers both campaign management technology and campaign development services.

**Reporting.** In order to continually understand the performance of marketing programs and evaluate their effectiveness, Marketing Accelerator provides applications to create management and ad-hoc reports. AmberLeaf can also provide resources to create and interpret reports or perform deep dive analysis on an ongoing basis.

**Lead Management.** For companies that need to make sure that the right leads get to the right sales people, Lead Management can become a critical function. Lead Management applies complex assignment and scoring business rules to ensure that the best sales people, whether internal or part of a third party sales force, receive high value, qualified leads.

Marketing Accelerator takes advantage of cloud computing and leading technologies from companies like Marketo and Unica to bring implementation timelines down to as little as 48 hours. Marketing Accelerator is priced so that organizations of all sizes can reap the benefits of the technology and services. Our clients range from \$10 million to \$5 billion in revenue with marketing departments as small as 2 people or as large as hundreds of people.