

B2B Marketing Automation

Sensible & cost-effective solutions for everyday marketers

About Salesfusion

Salesfusion is the premier platform for improving how companies attract, engage, and close new customers. Sales and marketing professionals worldwide use Salesfusion to optimize the lead to revenue life cycle, by adding efficiency, scalability and predicatability to each step in the process. Salesfusion is revolutionizing the way that businesses acquire new revenue.

Salesfusion is unique because we are the only marketing automation software solution that is built on a CRM database. Therefore, we can integrate at a deeper level to your installed CRM systems. Today, Salesfusion boasts the most out-of-the box integrations to CRM systems than any other competitor in our space.

Feature rich and powerful, yet cost effective enough for SMB's, Salesfusion will help your company's bottom line by giving your marketing team all of the latest technology available to generate demand and leads for your sales team.

Key Features

- Email marketing (drip, trigger, bulk, nurture)
- Landing pages, web forms, surveys
- Web analytics and visitor tracking
- Multi-channel campaigns and campaign planning
- Lead scoring, management & routing
- Social media publishing & tracking
- Marketing asset management
- 100% Pre-built integration—no middleware
- GUI-administration tools
- Campaign ROI tracking
- Google Ad Words tracking

We are the gears...



...to your marketing department

The importance of integrating marketing with CRM

Salesfusion integrates your marketing and sales efforts from a process and technology perspective. We help companies bridge the gap between marketing & sales and implement valuable lead to sales management programs. We offer 100% pre-built, no-setup-cost integration with:

