VerticalResponse for AppExchange: Past, Present and Future

Presented By:
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Special Guest Speaker:
Judy Loehr: Senior Sales & Marketing Category Director, salesforce.com
Today’s Agenda

• Who is VerticalResponse?
• ESP & CRM – A logical fit
• Our Integration History
• “VR for AppExchange” Value Proposition
• An Introduction to salesforce.com
• New VR App Upgrades
• Summary & Next Steps
• Q&A

Let’s Get Started!
Who is VerticalResponse?

• Leading Email Service Provider (ESP) based in San Francisco

• Core competencies:
  - Easy-to-use tools for email creation, list management & reporting
  - Deliverability and ISP relations
  - Technical support & training
  - No contracts or minimums – “pay as you go”

• Salesforce.com certified partner since 2002

We’re salesforce.com customers too!
ESP & CRM – A logical fit

Business type, company size and budget aside, salesforce.com customers understand the power and cost effectiveness of email marketing in relation to CRM best practices

Universal business challenges:

• Need to communicate with Leads & Contacts
• Mass email limitations within Salesforce.com
• Delivery assurance – does the message reach the inbox?
• Increased revenue through marketing initiative

Ultimate Goal: Help you sell!
Our Integration History

• The Early Days (‘02 - ‘05)
  - Custom web link connected the two apps
  - Access via Campaigns or Home tabs in salesforce.com
  - Functional, but far from seamless

B.A. – “Before AppExchange”
Our Integration History (continued)

- The AppExchange is Born (‘05 - ‘06)
  - Platform to build, package and deploy
  - VR was one of the first apps available for download
  - Install and send first mailing in minutes
  - Powerful email tools, enhances CRM package
  - De-clutter your workspace

The AppExchange is “stickiness” personified
“VR for AppExchange” Value Proposition

• Best of breed ESP meets best of breed CRM
• Enhanced email functionality, without leaving salesforce.com
• Bypass limits on list size and emails launched
• Post-launch stats updates for Leads & Contacts
• Leverage VR’s sender reputation for deliverability
• Pay-as-you go pricing – no license fees or cost per seat

Get Up and Running Today!
An Introduction to salesforce.com

• Who is salesforce.com?
  - What are their core competencies?
  - Who are their customers?

• What is the AppExchange?
  - Where did the idea come from?
  - Where is the platform headed?

• Please welcome Judy Loehr
  - Senior Sales & Marketing Category Director

The industry leader in “On Demand CRM”
An Introduction to AppExchange
The World's On-Demand Applications Marketplace

salesforce.com
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Introducing Salesforce.com®

- #1 On-Demand Systems Supplier
- #1 On-Demand CRM Market Share
- 24,800 customers
- 501,000 subscribers

Award Winning CRM Applications
Best-in-Class CRM as a Service
AppExchange: An eBay Of Enterprise Applications

- Create
- Share
- Browse
- Install

VerticalResponse for AppExchange
07/16/05 by VerticalResponse

VerticalResponse for AppExchange provides self-service email & direct mail solutions. Create custom mailing lists of any size, design professional sales & marketing campaigns and track post-launch statistics.

4.1 out of 5
Based on 26 reviews

Community Ratings and Reviews
Live demo and test drive
Install with Clicks
From Idea to Success in Less Than 1 Year...

- 400+ Applications Available
- 20,000+ Customer Installs
- 150,000+ Test Drives
- 20,000+ Developers
AppExchange Delivers Partner Success

“Through the AppExchange, we have reached new markets on the Business Web – doubling our leads and customers in the process.”

— Janine Popick, CEO, Vertical Response

VerticalResponse
SELF-SERVICE DIRECT MARKETING
Success on the AppExchange

• Installation and set-up in minutes
• No contracts – true “pay-as-you-go” solution
• CAN-SPAM compliant, automated unsubscribe and bounce processing
• VIP support – phone/email/chat

VerticalResponse – the #1 downloaded app on the AppExchange
What does the future hold?

• After a successful year on the AppExchange, it’s time to head back to the lab

• Salesforce.com’s Winter ‘07 platform release opens new doors for partners

• Incorporate valuable user feedback into new development

• “As seen at Dreamforce 2006” – here is a sneak peek at our upcoming product initiatives

No time to rest, let’s get moving on the new release!
App Upgrades: Areas of Focus

• List Building
  - Additional query options to better isolate the target audience

• Reporting
  - Stats updates that go beyond standard salesforce.com objects (Activity History, Campaign History, etc)

• User Interface & Mass Email “hooks”
  - Tighter integration through UI mash-ups
  - Links with other email-related components in salesforce.com

Our Goal: Preserve the simple set-up process, add more value
Query Tool Enhancements

- “Account” & “Owner” fields
  - Create mailing lists
  - Personalize email campaigns
- Query on multi-picklist fields

**Benefit:**

Better query logic = targeted mailing lists = boosts in response rates
Salesforce Mail Templates

- Access and share saved salesforce.com mail templates for use in VR
- Select the “Salesforce Mail Template” option when creating a new email campaign
- Choose from standard or custom mail templates

Benefit:
Avoid double work. Import existing content and fire away!
Custom Object Reporting: Leads & Contacts

• “VR Email History” tracks all possible campaign response Statuses

• View the specific clicked links, campaign type and mailing list origin

• “Campaign Preview” shows the exact email content the Lead or Contact received

**Benefit:**
*Monitor detailed response data on the individual record level*
Custom Reports & Dashboards

• Reports & Dashboards built from “VR Email History” response data

• Research a single campaign or track overall metrics within a defined date range

• Isolate specific statuses for targeted follow ups (Opens, Clicks, Bounces, Non-Responders)

**Benefit:**
*Expose new sales opportunities or flaws in business processes*
Summary

• As a long-time partner, we’re excited to grow and evolve with salesforce.com

• Mass email capabilities are an essential component to any CRM app, however self-service offerings are limited

• We are only as successful as our customers allow us to be, you made us # 1 – keep the feedback coming!

• Thanks for joining us today and for your interest in VR for AppExchange

Stay tuned for the new release and happy emailing!
Next Steps

• Product Notes:
  - Release timelines – dependent on salesforce.com’s Winter ‘07
  - Beta program – send email to alex@verticalresponse.com
  - Upgrade/conversion process

• Sales & Support Notes:
  - Visit www.appexchange.com to install VR for AppExchange
  - Salesforce.com page: www.verticalresponse.com/salesforce
  - User Guide / On-Demand Demo’s / Weekly Public Demo’s
  - VIP Support: 1(866) 6VERTICAL
  - vip@verticalresponse.com
Q & A

VRU@verticalresponse.com
http://www.verticalresponse.com/resources/vru/

This concludes the presentation.