

Optify and Salesforce Opportunity Analysis

Why Opportunity Analysis?

As a marketing or sales manager, you already use Salesforce to track sales performance to drive your revenue forecast and measure ROI. Wouldn't it be great to also be able to tie sales performance directly to activity on your website? Imagine knowing how your sales revenue relates to the characteristics of opportunities and using that knowledge to drive your marketing campaigns. Optify makes it a reality.

Optify Opportunity Analysis Dashboards for Salesforce

Optify links your open, closed won and closed lost opportunities with information about your web leads. You'll know which traffic sources result in the most won deals across direct traffic, organic search, paid search and referrals. You'll also understand which keywords bring in more opportunities and the most effective referral sources to help focus marketing efforts towards the most profitable campaigns. More insight, data-driven decision making and measurable value. What's not to love?

About Optify

Optify provides hosted, easy to use Real Time Marketing software for businesses to generate leads through organic search and social media.

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