

Advisor™ Business Value Platform

Advisor is a database-driven, enterprise-ready platform for hosting interactive marketing and sales-enablement tools and assets. Advisor integrates with industry-leading marketing automation and CRM applications like Eloqua, Marketo, HubSpot, and Salesforce to scale business value, quantification and



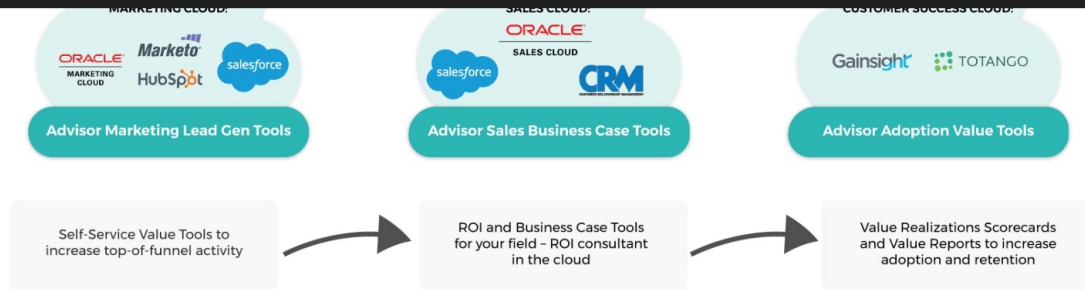
LEAD GENERATION

SALES ENABLEMENT

CUSTOMER SUCCESS

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Lead Generation Tools

Provide a platform that incents customers to Provide a platform that incents customers to engage more deeply with sales to collaboratively explore the value of your solutions.

Sales Enablement

Quickly and credibly communicate the business Quickly and credibly communicate the business value of your solutions at scale with interactive selling tools that project the customer-specific value of your solutions and one-stop access to evidence-based marketing assets to back up your claims.

Customer Success

Drive adoption of your solutions and realization of Drive adoption of your solutions and realization of business value to raise retention, improve customer satisfaction and identify cross-sell and upsell opportunities.



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