

**WAVE MARKETING  
SCORE INCOMING LEADS  
TO PRIORITIZE ACTIVITY  
& MAXIMIZE RESOURCES**

**O**ur marketing application helps you score leads and send the hottest ones to sales for immediate action and quicker sales results.

Key features of the Wave Marketing Module™ include:

- ▶ **Define, track and manage** campaigns, including events per campaign, goals, budget and expenses. Tie together multiple events to form one campaign.
- ▶ **Score incoming** leads based on any criteria such as pages viewed on an email blast or attending a trade show.
- ▶ **Segment leads** by title, location, status, or product interest and segment lists for follow-up campaigns.
- ▶ **Track progress** of all campaigns based on marketing responses received.
- ▶ **Get a snapshot** of the marketing



programs that are generating the best leads.

- ▶ **Drive sales leads** and opportunities directly from marketing responses.

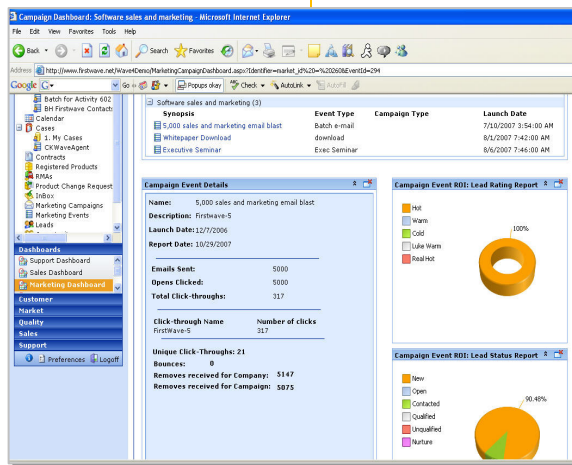
Maximize your sales resources by focusing attention on those most likely to buy.

Avoid wasting time on warm leads. Nurture them so you'll be first in mind when they are ready to buy.

Develop a profile of campaigns and events that consistently lead to sales.

Hosted or behind your firewall, the application allows you to document and track the effectiveness of campaigns throughout the lifecycle—from response to lead to opportunity to sale.

That way, your marketing team can track which campaigns deliver and pinpoint where marketing money should be spent.



*For detailed information on any of our solutions, contact us at 1-800-540-6061 or [info@firstwave.net](mailto:info@firstwave.net)*

[www.firstwave.net](http://www.firstwave.net)