Marketing Automation vs. CRM

It's not a question of either/or. You need **both**.

Generate More Leads

CRM	MA	
✓	✓	Import a CSV of leads
	✓	Identify anonymous web traffic with VisitorID
	✓	Build complete lead profiles using dynamic form fields
	✓	Create powerful blogs and landing pages
	✓	Qualify leads based on position in sales cycle
	✓	Integrate with native or third-party forms
	✓	Schedule email campaigns in advance

Drive Sales

CRM	MA	
✓	✓	Score leads based on engagement and sales-readiness
	✓	Gain valuable insights on leads' interests/attributes
	✓	Receive automatic notifications when leads are sales-ready
	✓	Automatically segment leads based on their behaviors
	✓	Send targeted messages for one-on-one communication
	✓	See a graphical timeline of a lead's interaction with your brand
	✓	Personalize your email and web content automatically

Prove ROI

CRM	MA	
✓	✓	Record deals won and deals lost
	✓	Gain visibility through detailed performance analytics
	✓	Eliminate wasteful spending practices
	✓	Monitor lead activity both online and off-line
	✓	Get automatic results on ROI calculations