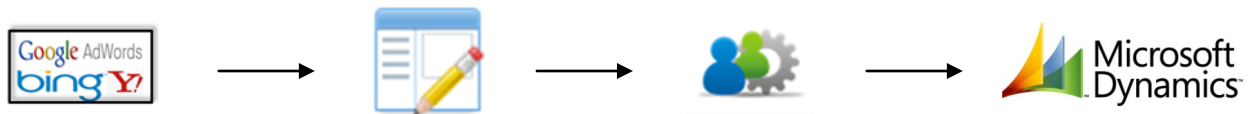




PPC Tracking and Google AdWords Connector

GET A HANDLE ON YOUR PPC SPENDING

B2B Marketers spend hundreds of millions of dollars each year on Google AdWords and other PPC Networks. PPC has become a staple component of the B2B marketing mix. Because of the importance of the medium and the dollars being spent on it, it has become increasingly important for marketers to accurately measure and manage their ad-spend relative to the leads and sales opportunities it generates. c360 E-Marketing provides a unique integration that enables B2B marketers to track their AdWords and other PPC network spending to the sales opportunities each program generates.



From Click to Client – c360 simplifies, optimizes and makes your spending traceable on PPC. Three core products within the application suite enable this. Let's explore each in detail.

Optimized Landing Pages

You never send PPC traffic to the home page! This is asking to throw budget dollars out the window. c360 allows you to create optimized landing pages designed to capture and process leads as they click on your PPC ads. Because we are a true marketing suite, c360 scores, routes and tracks the leads as they move through the marketing system and then into CRM.

Multi-Channel Marketing Module

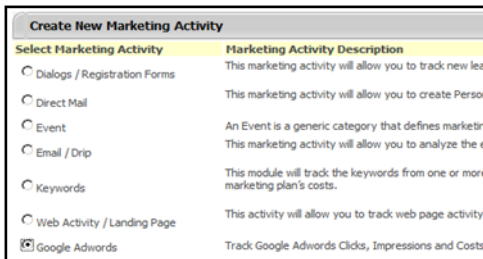
This advanced module within c360 takes the guesswork out of your PPC Campaigns. MCM connects your budget and actual costs from PPC with the leads generated and converted in your CRM. As leads are captured on landing pages, they are scored and routed to CRM at the appropriate time. When leads convert to sales opportunities with forecast dollar values, MCM retrieves forecast/revenue data from your CRM and presents you with a dashboard view of the ad performance based on dollars.

Connector for Google AdWords

c360 offers API-Level integration with your AdWords account. Within the Multi-Channel Marketing module, users can view impressions, clicks and daily spend on their ad groups and link spending with leads in CRM. Furthermore, the module tracks leads as they move through the various stages of your CRM sales cycles. This gives marketers the ability to report on the financial performance of Ad Groups and Google Campaigns by enabling enhanced reports that show not only how many clicks per group, but how many leads are generated, how many are being converted, closed, disqualified...etc.

This solves the fundamental challenge of tracking PPC ROI in a B2B environment. The challenge is the time lag from when a lead "clicks" to sales closure. In B2B, this can be measured in days, weeks or months. This is a problem for marketers because we track clicks and spending on a day-by-day basis, yet we must wait weeks or months to see if the leads are generating revenue. c360 solves this problem by connecting your PPC with CRM so that you can report near-term results on the financial impact your programs are having on the sales pipeline.

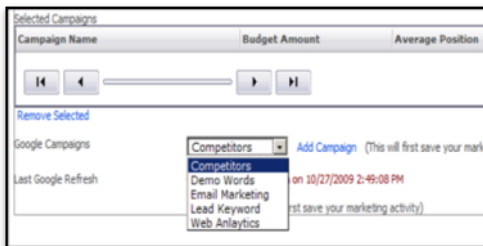
ADWORDS CONNECTOR—A REAL INTEGRATION WITH GOOGLE



| Select Marketing Activity | Marketing Activity Description |
|--|--|
| <input type="radio"/> Dialogs / Registration Forms | This marketing activity will allow you to track new leads. |
| <input type="radio"/> Direct Mail | This marketing activity will allow you to create Personalized Direct Mail. |
| <input type="radio"/> Event | An Event is a generic category that defines marketing activities. |
| <input type="radio"/> Email / Drip | This marketing activity will allow you to analyze the effectiveness of your email campaigns. |
| <input type="radio"/> Keywords | This module will track the keywords from one or more marketing plans' costs. |
| <input type="radio"/> Web Activity / Landing Page | This activity will allow you to track web page activity. |
| <input checked="" type="radio"/> Google Adwords | Track Google Adwords Clicks, Impressions and Costs. |

Campaign Selection

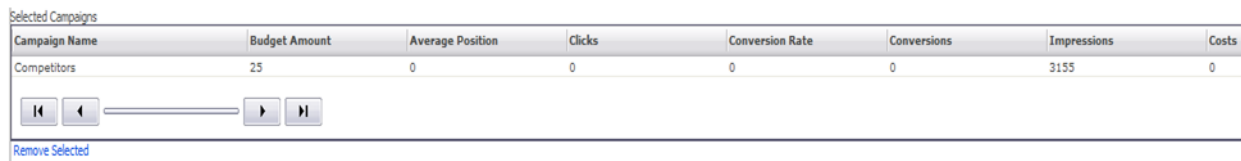
With the click of a mouse, you can select to bring all or select Ad Group campaigns into the Multi-Channel Marketing module of c360. There is no configuration or technical resources required.



| Campaign Name | Budget Amount | Average Position |
|-----------------|---------------|------------------|
| Competitors | 25 | 0 |
| Demo Words | | |
| Email Marketing | | |
| Lead Keyword | | |
| Web Analytics | | |

c360 will auto-discover your Ad Groups information and show the information in campaigns or as a sub-activity within a multi-channel campaign.

After auto discovering the Ad Groups and selecting your campaign, the system will then create a new campaign and pull in your key metrics including Budget, Average Position, Clicks, Conversion Rate, Conversions, Impressions and Costs.



| Campaign Name | Budget Amount | Average Position | Clicks | Conversion Rate | Conversions | Impressions | Costs |
|---------------|---------------|------------------|--------|-----------------|-------------|-------------|-------|
| Competitors | 25 | 0 | 0 | 0 | 0 | 3155 | 0 |

From here, leads can be captured, pushed to CRM or nurtured with Trigger Campaigns. c360 will dramatically improve your campaign performance by putting the information where it can best be used.