

# SalesFUSION Announces New Version Of Microsoft Dynamics CRM Marketing Accelerator With Embedded Demand Generation

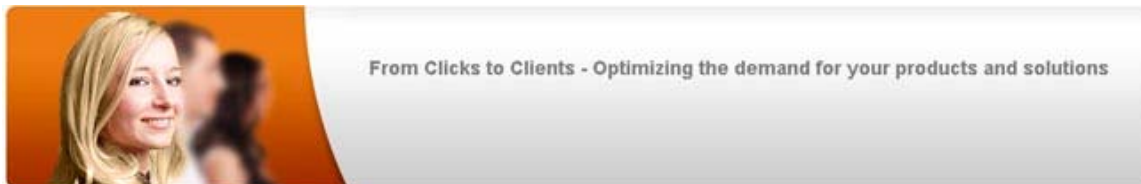


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ATLANTA -- March 31, 2010 -- SalesFUSION™, the maker of SalesFUSION 360, an integrated sales and marketing demand generation platform, today released Version 1.1 of its Microsoft CRM Marketing Accelerator. The new version fully embeds demand generation functionality into Microsoft Dynamics CRM.



The suite of features offered in the SalesFUSION Dynamics Marketing Accelerator includes a wide range of functionality required by savvy B2B marketers. The application's standard features include:

- Web visitor tracking and Web analytics
- Advanced B2B e-mail marketing
- The ability to build and display Web forms, landing pages, and surveys
- Full multi-channel marketing campaign management functionality

"I'm fully confident our SalesFUSION Dynamics Marketing Accelerator is the most feature-rich and comprehensive integration of any marketing automation solution provider in the market," said Kevin Miller, EVP Marketing and Sales for SalesFUSION. "We've made it our goal to be the number-one demand generation solution for Microsoft Dynamics CRM and I believe Version 1.1 cements that position for us in the market."

While earlier releases of the SalesFUSION Dynamics Marketing Accelerator were a huge success for both the firm and its clients, the Atlanta-based company relied on feedback from its user base and from Microsoft directly to identify several key areas where it could enhance the product.

According to Miller, the most significant change in Version 1.1 is the embedded tab navigation provided at the lead and contact records in both premise and online versions. This feature allows any sales user to access the complete lead lifecycle history up to the point at which they make initial sales contact. Sale users can also view Web visit history, e-mail response history, and access responses to all questions answered in forms or surveys. This depth of integration is unique in the Microsoft CRM community.

"We felt we had an opportunity to fill a market void and have done so quite successfully thus far," says Miller. "Over 75% of our net new customer growth since January has been with Microsoft Dynamics clients."

SalesFUSION's Dynamics Marketing Accelerator works in premise, hosted, and online environments with no functional gaps between each deployment type. Used by U.S. and International companies of all sizes, the application requires no software and no services to implement and can be up and running in a matter of hours. SalesFUSION sells the solution in a direct and re-seller model. Existing Microsoft resellers can sign up as SalesFUSION resellers and earn a direct re-sale commission per month on the SaaS fees.

#### **About**

#### **SalesFUSION**

SalesFUSION 360 provides software that accelerates revenue by connecting sales and marketing with prospects at the moment they are ready to buy. This is made possible through the SalesFusion 360™ suite, which complements Sales Force Automation applications by adding an on-demand enterprise lead management service. SalesFUSION 360 increases lead quantity, lead quality, and revenue conversion rates by integrating and automating the lead management process. For more information, visit [www.salesfusion.com](http://www.salesfusion.com).

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