



B2B Marketers Can Multiply ROI of Google to salesforce.com B2B leads with ReachForce Convert

Articles / dBNews Austin

Date: Wednesday, June 06, 2007 11:33:52

New service to enable B2B Marketers to convert pay-per-click visitors into true marketing leads

AUSTIN, TEXAS, June 6, 2007 - ReachForce, Inc. a worldwide provider of OnDemand Data Services for CRM, today announced ReachForce Convert, a new service that will enable marketers to convert passive Website visitors into actionable marketing leads. With ReachForce Convert, B2B marketers now have the ability to target marketing efforts to deliver the right message to interested buyers. ReachForce Convert allows marketers to turn typical website analytics into a source for actionable leads, both from pay-per-click and organic search, and utilize a role-based contact discovery methodology.

Today, the majority of Website traffic is generated by pay-per-click (PPC) initiatives such as Google AdWords campaigns. However, B2B marketing and sales professionals are not able to convert most of this traffic into 'registered' leads, making costs per lead skyrocket. Studies show that less than three percent of a company's Web traffic is converted into real leads, yet SEM is expected to reach \$9 Billion in 2007. In the B2B space, the initial "lead" is often not the decision maker with purchasing authority. Whether it is a PPC lead or from organic Website traffic, B2B marketers would like to turn those visitors into actionable leads. ReachForce Convert allows marketers to discover and deliberately deliver key messages to qualified buyers within companies ready to make a purchase based on initial interest in a product or service.

"We are excited about the recent partnership between Google and salesforce.com. ReachForce's strategy is to provide a complimentary solution to help B2B marketers leverage their Google PPC investments," said Suaad Sait, ReachForce's CEO. "With the pending introduction of ReachForce Convert, B2B marketing organizations will be enabled to unlock the value of their Google Adwords leads and Web analytics data by identifying the actual purchasing decision maker. This will help B2B Marketers increase their conversion rate of interest to intention."

Market data suggests that it takes five to six touches to convert a B2B target prospect into a viable lead. ReachForce Convert will enable B2B marketers to continue to reach out to prospects through different approaches before engaging with the prospect on any level.

"As a marketing professional in the B2B space, I'm excited about the potential of using ReachForce Convert to multiply the ROI from our Google SEM programs," said Pam O'Neal, director of marketing communications at NetQoS. "By leveraging leads to develop a comprehensive enterprise buying profile, we will be able to better customize our programs to deliver the right message at the right time to the right buyers."

ReachForce Convert is in testing with current ReachForce customers with Beta availability later this summer.

About ReachForce

ReachForce, Inc. is a privately held company backed by venture firm G-51 Capital, both based in Austin, TX. The company is a worldwide provider of OnDemand marketing automation products and services for role-based customer and prospect data. ReachForce's revolutionary approach increases demand generation effectiveness and accelerates sales cycles by delivering high quality contacts based on roles and responsibilities, not just titles. ReachForce customers have experienced increased results by 20 to 30 times for every dollar spent on marketing and sales initiatives – maximizing the value of CRM investments. For more information on ReachForce, please visit www.reachforce.com.

This article comes from dBusiness News

<http://austin.dbusinessnews.com/>

The URL for this story is:

http://austin.dbusinessnews.com/shownews.php?newsid=121726&type_news=latest