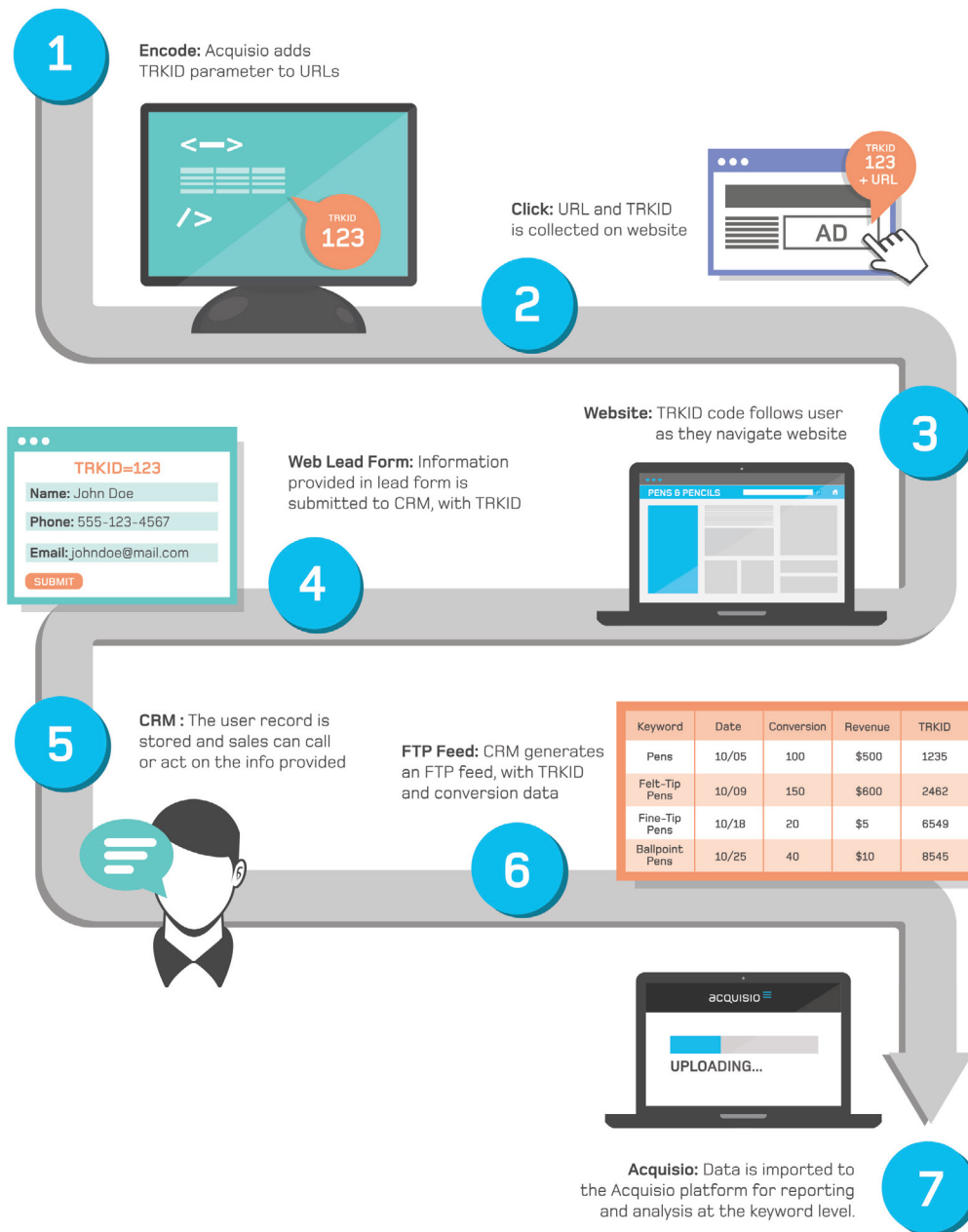# acquisio

Salesforce & CRM Connectors

Discover your true Return on Ad Spend with Acquisio's Salesforce and custom CRM Connectors.

Are you tracking your online conversions? Good, that's a great first step. You probably have a Customer Relationship Management System (CRM), such as Salesforce, that ultimately captures the sales opportunities these leads generated. To truly see the value of your marketing initiatives, you would need to connect the two disparate pieces.

Thanks to Acquisio's automated proprietary encoding, we can link your offline qualified leads, sales opportunities and their associated revenue to the originating keyword. With this data mapped to our platform, not only can you astonish with highly-detailed reports, you can also act on this valuable information in Campaign Automation.

1 — **Encode:** Acquisio adds TRKID parameter to URLs

TRKID 123

Click: URL and TRKID is collected on website

2

TRKID 123 + URL

AD

Website: TRKID code follows user as they navigate website

3

TRKID=123
Name: John Doe
Phone: 555-123-4567
Email: johndoe@mail.com
SUBMIT

Web Lead Form: Information provided in lead form is submitted to CRM, with TRKID

4

PENS & PENCILS

5 — **CRM :** The user record is stored and sales can call or act on the info provided

FTP Feed: CRM generates an FTP feed, with TRKID and conversion data

6

Keyword	Date	Conversion	Revenue	TRKID
Pens	10/05	100	$500	1235
Felt-Tip Pens	10/09	150	$600	2462
Fine-Tip Pens	10/18	20	$5	6549
Ballpoint Pens	10/25	40	$10	8545

acquisio
UPLOADING...

Acquisio: Data is imported to the Acquisio platform for reporting and analysis at the keyword level.

7

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About Acquisio

Acquisio is a high-powered performance media solution that enables digital marketers to optimize their search campaigns and report on all PPC initiatives including social, mobile, and display, all in one easy-to-use dashboard.

Acquisio's automated system does 90% of the work for its users, ensuring more of their time is free for analyzing data and improving campaigns.

With more than 500 agencies and 25,000+ advertisers in its portfolio, Acquisio is recognized as being one of the fastest growing companies in North America, winning the Deloitte Tech Fast 500 and Fast 50 awards for three consecutive years. Acquisio software is used by companies like GroupM, Sensis, Hanapin Marketing, iRep, Yellow Pages, Microsoft, and Hilton.

With its headquarters in Montreal, Acquisio also has offices in New York, Seattle, London, and Tokyo.

Salesforce & CRM Connectors

CRM Connectors Help Deliver Better Insights for Effective Campaign Automation

Acquisio's CRM integrations can help optimize PPC campaigns and enable you to include offline revenue in your ROAS calculations. Our CRM connectors can map key data points to the keyword that originated the marketing effort. This keyword/data mapping includes such items as:

- Leads (online)

- Qualified leads (offline)

- Sales opportunities and associated revenues (offline)

- Sales opportunities (closed won) and associated revenues (offline)

- Any additional metric that can be exported to a marketing report and is directly related to a PPC click from an Acquisio-encoded URL.

Take action on Qualified Leads and Sales Metrics rather than form completions

You may have a keyword generating a large amount of unqualified leads (keyword 1), while another long tail keyword with less volume of form completions is producing quality leads (keyword2).

If you focus on the form completion metric in campaign automation it might indicate that you should raise your bid on keyword1 which would be a poor use of your advertising dollars. With a focus on qualified leads and associated revenue you can make better and more informed decisions based on the true value of the each keyword.

Acquisio's CRM connector set up can get you this valuable insight.

Contact your Account Manager or Sales Executive for further details.