



## On-Demand Web Site Management Fully Integrated With Salesforce.com

### Overview

From CrownPeak, the company that is defining the future of Web site management, comes an easier, faster and more cost-effective way to manage your Web marketing content.

Simplify the publishing of your Web site and marketing content with the first and only solution that integrates your Web content, landing page and lead form management, with salesforce.com – giving you unprecedented power and ease with which to manage your Web site marketing programs.

- ▶ Easily manage and publish landing pages and lead forms anywhere on your site.
- ▶ Create custom mini-sites or additional Web sites with point-and-click tools.
- ▶ Automatically feed leads directly into salesforce.com, or add workflow to lead management so you can add extra data before it goes to Salesforce.

### Manage and Publish Landing Pages and Lead Forms

CrownPeak enables non-technical customers to roll out new landing pages and lead forms quickly, easily and effectively.

- ▶ Manage and deploy landing pages and lead forms quickly and easily.
- ▶ Integrate workflow into lead management. Add additional information to submitted forms BEFORE they go into salesforce.com
- ▶ Integrate contacts, and email campaign content seamlessly with CrownPeak, salesforce.com and ExactTarget email campaign management

**EASIX**  
Good For People

Home : Subscription Form

**Subscription Form**

The Easix Weekly is an email update of the latest relevant search results (products, news etc.) based on your choice of query or topic.

Some handy uses of this Alert include:

- monitoring our web site for developing news
- keeping current on all of Easix's products and services
- being up to date on all our product support releases

We hope you'll subscribe to our web site. After all, Easix is Good for People....

**Your Query**

Name

Email

Title

Company Name

Or... Subscribe to one of our newsletters... Either way, you'll get what's new in your inbox each week.

**Interests**

New Product News

Company News

New Books

WhitePapers

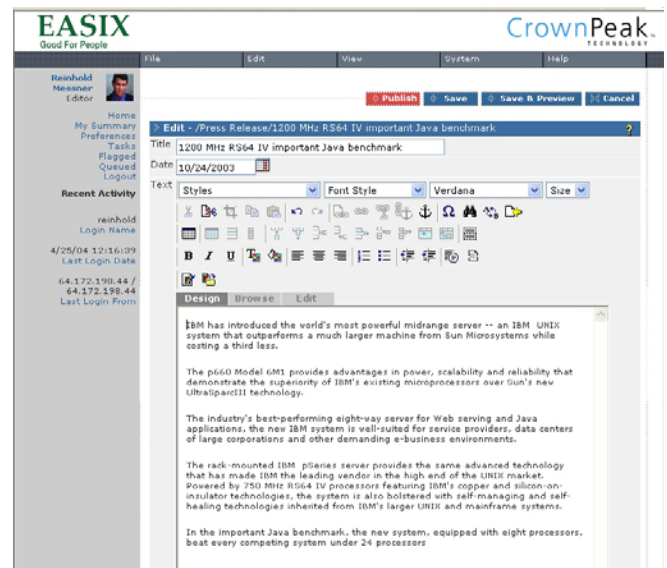
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Generate lead forms directly from the CMS

### Create New Sections or Mini-Sites With Point & Click Tools

CrownPeak enables the same non-technical marketing and sales staff that manage content on the Web site, to create entire new sections or micro-sites with point-and-click ease. This can be extraordinarily helpful for those customers who need to add new marketing sites, or other types of content sites.

- ▶ CrownPeak's easy to use interface can automatically create entire new sections.
- ▶ Automatically create blogs, RSS feeds or other types of interactive content for your Web site.
- ▶ Simultaneously create mini sites, lead forms and new campaigns which are automatically integrated into Salesforce.



Easy to use WYSIWYG interface allows non-technical users to manage content

## Publish Content Directly Into Salesforce.com

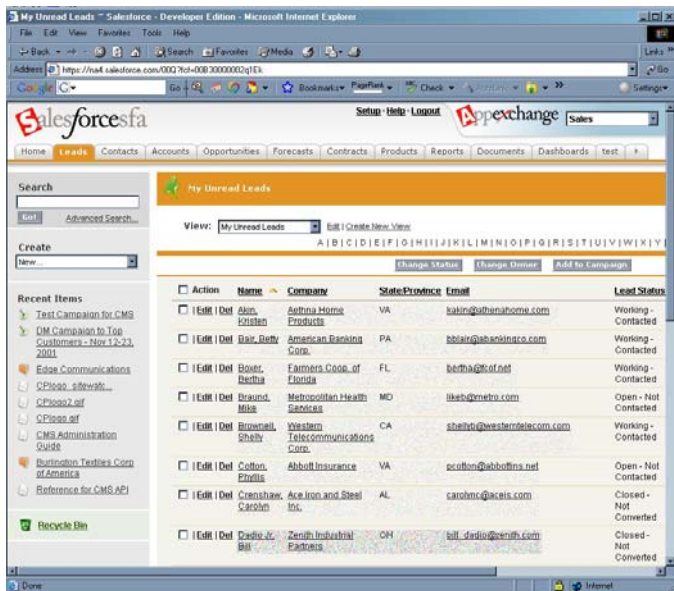
CrownPeak enables the same non-technical marketing and sales staff that manage content on the Web site, to publish documents and content directly into Salesforce. This can be extraordinarily helpful for those customers who need to add marketing calendar events, documents or other content out to salesforce.com.

- ▶ Update your salesforce.com calendars from within the content management system.
- ▶ CrownPeak's easy to use interface can simultaneously update your Web site, intranet and salesforce.com document repository.

## CrownPeak and Salesforce.com

As the leader in the Web Content Management and Search delivered On Demand as a software service, it made sense for CrownPeak to partner with the On Demand CRM leader salesforce.com.

For more information on CrownPeak or to schedule a demo please visit us online at [www.crownpeak.com](http://www.crownpeak.com) or call 866-877-5858.



Leads are imported directly from the lead form into salesforce.com

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CrownPeak™  
MANAGE CONTENT NOT TECHNOLOGY