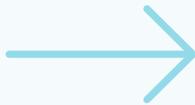




Solution Brief: B2B Insights for CRM and Marketing Clouds

How much do your sales and marketing teams know about your leads and contacts?



Business Challenge

B2B sales and marketing teams spend more time finding leads and prospects and less time selling and delivering relevant messages during sales cycles. How can sales and marketing work together to build professional relationships and pipeline more quickly?

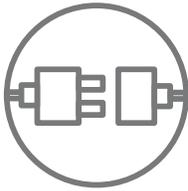
FullContact Solution

Connect your CRM and marketing cloud to FullContact to enrich the partial contact information in each system with complete social profiles including job titles, social interests, and more.

B2B sales and marketing teams each have different approaches to finding leads and building pipeline, so the data passed between CRM and marketing cloud platforms are often disjointed or incomplete. Marketing teams need ways to pass better leads to sales and sales teams need better ways to connect contacts and selling activities to the marketing programs that support them.

B2B brands can add, sync, and merge contact insights within their sales and marketing lead flows using FullContact's contact data matching and enrichment capabilities.

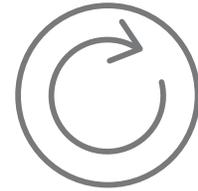
Here's how it works:



Add the FullContact API to your CRM and marketing cloud platforms to instantly enrich leads and contacts with enhanced profiles.



Use FullContact's enriched profile information to resolve contact identities between your CRM, marketing cloud, and other databases.



FullContact adds new insights to incoming contacts from sales and marketing and refreshes your data whenever new data is available.

Adding contact insights and syncing complete contact profiles across sales and marketing platforms has big benefits for brands. Instantly enriching contacts with complete profile information gives marketing the ability to send more relevant communications and gives sales reps the context they need to be awesome with customers. Knowing a little more about the people in your CRM and marketing cloud will set you apart from your competitors and give your sales and marketing teams the contact collaboration they need efficiently to work toward the same goals.

How to Get Started

Speak to an Enterprise Solutions Professional to run a free match test against your emails, and we'll share a custom insights report highlighting your potential gains.

Visit FullContact.com/enterprise and click *Contact Us* to get started.