

# Manticore Technology

## Simply Powerful Marketing Automation

Manticore Technology is an end-to-end marketing automation platform that enables companies to effectively generate and manage demand, measure and optimize marketing ROI, and develop the marketing funnel for predictable revenue growth. An award winning marketing automation solution, Manticore Technology delivers the robust functionality you need to execute, measure and optimize online marketing programs, while being incredibly easy to implement and even easier to use. With Manticore Technology you can have the best of both worlds – incredible power and unmatched usability.

## KEY FUNCTIONALITY

### Configurable, Intuitive UI

Manticore Technology is the first marketing automation provider to offer a customizable user interface (UI), enabling marketers to personalize their experience for their individual needs. Simply drag-and-drop widgets into your portal to create an environment tailored for you. Gain quick access to the functionality you use most. Add reports to your homepage to track mission critical campaigns. Manticore's UI is incredibly intuitive. Designed for busy marketers, Manticore Technology virtually eliminates the need for expensive IT resources.

### Advanced Lead Nurturing

With Demand Booster, Manticore's intuitive lead nurturing program configurator, marketers build multi-touch campaigns to nurture prospects through the marketing funnel, ensuring a constant flow of qualified leads. With an unmatched drag-and-drop editor for building complex nurturing processes, Demand Booster perfectly combines power with ease of use. Capitalize on the advanced lead nurturing capabilities to seamlessly string processes together for a comprehensive approach to lead nurturing.

### Multi-Model Lead Scoring (M<sup>2</sup>LS)

An industry first, Multi-Model Lead Scoring has shaken up the marketing automation space. Run several lead scoring models at once to match prospects with products in your portfolio.

Score prospects on BOTH fit AND behavior in response to marketing programs. Rank leads based on their level of qualification, which may include lead attributes (industry, title, etc), purchase intent (budget, timeline, authority), and level of interest in your company and offering (website visits, whitepapers downloaded, search terms). Extremely flexible, making modifications to a model is a breeze. M<sup>2</sup>LS is tightly integrated with your CRM platform, allowing you to score leads on any fields in your CRM, creating a more holistic lead score with both marketing AND sales data.

### Advanced Marketing Reporting


Manticore Technology's Advanced Marketing Reporting Analysis delivers the next level of understanding around marketing performance for optimum revenue generation and accountability. Cross Campaign Analysis enables marketers to link marketing campaign responses to deal close rates for creating your optimum marketing mix. Manticore's Campaign Pipeline Matrix directly links

campaigns to all the stages of your sales pipeline, providing a snapshot of wins, losses, and pending status for all campaigns. The robust ROI Matrix automatically calculates the ROI of marketing campaigns, enabling re-allocation of marketing dollars to top performing campaigns.

### KEY ATTRIBUTES

- **Award Winning Marketing Automation** combines incredible usability & power
- **Fully Configurable UI** enables users to create a personal portal in minutes
- **One-Hour Installation** with complete CRM integration
- **Advanced Lead Nurturing** enables marketers to build campaigns through drag-and-drop interface

Whether you have 50 or 50,000 people in your company Manticore Technology VII is the ideal marketing automation solution for your needs. The powerful solution enables you to effectively manage your marketing funnel through robust power and unmatched usability.



**One-hour Implementation**  
Gain the true value of SaaS without a costly setup.

**Advanced Lead Nurturing**  
Build multi-touch lead nurturing campaigns through Demand Booster's intuitive drag-and-drop interface.

**Customized UI**  
Create a personal portal for your individual needs – Simply drag-and-drop the features you use most.

**Dynamic Content**  
Deliver personalized messages to segmented audience in emails and landing pages.

**Deep CRM Integration**  
Align sales and marketing efforts through unmatched integration with market leading CRM solutions.

**Multi-Model Lead Scoring**  
Run simultaneous models to match leads with various products.

**Intuitive Interface**  
Designed for marketers, Manticore's incredibly intuitive interface ensures you can capture the true value of marketing automation.

**WYSIWYG Editor**  
Build emails and landing pages without expensive and time consuming development.

**Lead Generation**  
Identify anonymous companies visiting your website. Lookup contacts through social media integration.

**Double-Byte Character Support**  
Execute emails and landing pages worldwide.

**Advanced Campaign Analysis**  
Directly link marketing spend to sales pipeline to gain insight into business impact.

**Executive Dashboards**  
Track the success of marketing and changes in your marketing funnel and sales pipeline.

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**ABOUT MANTICORE TECHNOLOGY**

Manticore Technology is a leading provider of end-to-end marketing automation solutions that enable marketers to effectively manage the marketing funnel. With a passionate focus on building solutions that combine power with ease of use, Manticore delivers B2B marketers revolutionary applications that can be implemented within hours without the need for costly implementations or extensive training. With Manticore Technology marketers move sales prospects through the pipeline with automation and feed their sales team invaluable insight in the interests of prospects, thereby reducing sales cycles, increasing productivity, and driving revenue for an organization. Manticore Technology is used by companies throughout North America, Europe, and Australia including Sharebuilder 401(k), CSC and MarkLogic. Headquartered in Austin, Texas, Manticore Technology is a privately funded company. For more information please visit the company's web site at [www.manticoretechnology.com](http://www.manticoretechnology.com) or call (512) 241-3780.

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