

True Influence Opens a Window into Future Demand Generation

Bethesda, MD (Marketwire - April 16, 2009) – [True Influence](#), an on-demand marketing automation platform, today announced it has been featured in [Raab's Customer Experience Matrix](#), a forum for technology and business issues that relate to the demand generation market. Demand generation is the fastest-growing segment of the marketing automation industry. Marketers use these Internet-based systems to acquire leads, nurture relationships and coordinate with sales departments.

David Raab highlighted **True Influence** as a company that improves upon first generation products by offering easy to use software that delivers powerful, unique features to meet the requirements of small, mid-sized and large marketing organizations. True Influence CEO's Brian Giese, a business sales and marketing veteran, launched a marketing automation suite last year that gives marketers the sophisticated features they want while also delivering ease of use. The software utilizes flow charts to develop robust marketing campaigns and has a strong focus on simplicity and usability. "Our goal is to give marketers a product that quickly integrates into their business process and helps them do their job better and more efficiently," said Giese.

True Influence offers the ability to import lists, send emails, create Web forms and surveys, score leads, set up multi-step campaigns, and integrate with CRM systems. Other features which competitors charge extra for, but are standard with True Influence's demand generation system include complete Webinar integration, digital asset management, APIs to capture data from external Web forms, and a dedicated IP address for email.

Campaign management lets users define campaigns by building a flow chart with icons for steps and delays. The system simplifies diagrams by embedding the decision rules within the lines that link the icons instead of creating separate decision icons. Each icon can have its own schedule – another feature typically reserved for advanced systems.

"True Influence was developed to help companies automate their sales pipelines and close deals," said Giese, "I strongly believe that simplicity of use should not be incongruent with the ability to deliver complex and integrated marketing campaigns for our customers."

About True Influence

[True Influence](#) provides simple, on-demand marketing automation software which plans, executes and measures marketing campaigns that drive leads to sales. Using True Influence, marketers are able to prioritize, track, score, and nurture leads based on behavior - giving them insight as never before. Supporting every size business, from start-up to public companies, the True Influence platform delivers progressive insight on prospects, their needs, and their purchase intentions, enabling marketers with a powerful, single source of marketing intelligence. As a result, True Influence helps organizations increase marketing ROI, maximize sales resources and close deals faster. For more information, call 301-365-6600 or visit us at www.trueinfluence.com.

About David Raab

David Raab is a consultant specializing in marketing technology and analysis. Clients have included major firms in financial services, retail, communications, and other industries. Mr. Raab has written hundreds of articles for DM Review, DM News and other industry publications. Many of these are available without charge at www.archive.raabassociatesinc.com. For more information, Mr. Raab can be reached at draab@raabassociates.com.