

True Influence announces Webex integration into Marketing Automation platform

Bethesda, MD (Marketwire - June 4, 2009) – [True Influence](#), today announced its on-demand marketing automation platform completed full integration with Cisco's WebEx®, the leading web conferencing service. Marketers use webinars as an important tool for introducing product benefits, educating attendees on best practices, strengthening customer loyalty as well as for lead generation and helping Sales qualify a prospect's readiness to buy.

True Influence offers full Webinar integration and support including prebuilt campaigns with registration and confirmation forms; emails for invitations, reminders and thank-you messages; and salesperson email alerts. By offering integration with Webinar leader WebEx®, True Influence is able to capture actual attendance and live interaction information and automatically track and score prospect behaviors into the prospect and lead contact records. This new information gives an unprecedented view of the prospect for marketers and salespeople to make informed decisions. "True Influence's goal is to help companies automate their marketing campaigns and measure marketing spend to sales revenue." said Brian Giese, True Influence CEO, "our customers want ease of use without giving up the sophistication to deliver complex and integrated marketing campaigns. Our first-in-class integration with WebEx is a clear commitment to these goals."

Webinar attendance information can be used as a scoring metric to identify "hot" prospects. Because True Influence has existing integrations with [Salesforce.com](#) and [SugarCRM](#), when leads are pushed into the CRM for follow-up, a prospect's activity history will include their participation in webinars

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 Webex

WebEx, a Cisco company, delivers industry-leading on-demand software solutions for companies of all sizes. Our online meeting applications and software services help customers around the world fulfill their most ambitious goals for marketing, sales, training, and support. In fact, more than 3.5 million people—and 28,000 companies—use Cisco's WebEx products every month to communicate and collaborate online. For more information, please visit us at www.webex.com