

# All-in-One Automation for Marketing Mavericks



Sugar Market is the all-in-one automation solution built to work for modern marketers. With a curated toolset that includes highly intuitive campaign builders, dynamic personalization, and superior reporting, Sugar Market gives marketers the tools to deliver sales the right leads, at the right time.

## Multi-Channel Marketing Automation

Connect and engage with prospects and customers wherever they are – across channels like social media, email, ads and more – in one flexible solution that lets marketers work how they want.

## Sales and Marketing Team Alignment

Increase collaboration between sales and marketing teams by providing a complete view of prospects and customers across every touchpoint. Meet cross-functional KPIs with consistent data across systems.

## Feed the Funnel and Build the Right Pipeline

Integrate into leading sales automation solutions, including Sugar Sell and Sugar Enterprise. Track prospect and customer behaviors and predict interest using SugarPredict's Machine Learning capabilities across the entire customer lifecycle.



**Accelerate  
Campaign Creation**

**+ 95%**



**Reduce  
Team Workload**

**- 50%**



**Increase  
Click-Through Rates**

**+ 25%**



## Capabilities That Empower Marketing Mavericks

### Create Content and Campaigns

Simplify top-of-the-funnel lead generation, optimize the lead capture process and design and centralize control of nurture campaigns with no code builder options.

- Drive prospects to action with landing pages and lead forms.
- Accelerate the sales cycle with targeted nurture campaigns.

### Engage Your Audience 1:1

Personalize content to fit specific audience needs by automating right-message, right-time engagements across all relevant channels, and track activity across the buyer journey.

- Use dynamic content to personalize content to meet buyer preferences.
- Manage your presence across social channels and amplify employee voice.

### Predict What Your Customers Want and Need Next

Program prospect next steps and improve lead quality with predictive lead scoring, and use forecasting insights to help sales win more deals.

- Save time and improve lead quality with predictive lead scoring.
- Understand behavior and plan next steps with profile mapping.

### Understand What is Working and What is Not

Automate and centralize analytics collection to view key buyer feedback and improve campaign performance.

- Collect prospect and customer feedback with in-platform surveys.
- Access interactive dashboards for reporting and ROI tracking.

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## About SugarCRM

SugarCRM is how marketing, sales, and service teams finally get a clear picture of each customer to help businesses reach new levels of performance and predictability. Sugar is the CRM platform that makes the hard things easier.

Thousands of companies in over 120 countries rely on Sugar to achieve high-definition CX by letting the platform do the work. Headquartered in Silicon Valley, Sugar is backed by Accel-KKR.

To learn more visit [www.sugarcrm.com](https://www.sugarcrm.com) or follow @SugarCRM.