

MarketBridge Solution

Cross-sell/Upsell

WHAT YOU NEED

Marketers

- Data analytics to ID cross-sell personas
- Target list build of cross-sell prospects
- Personalized messaging, content and call-to-action
- Online lead capture, profiling and tracking
- Cross-sell nurture program execution
- Efficient process of transferring MQLs to sales

Sales Reps

- Qualified list of cross-sell prospects
- Rich profiles of existing customers base/ purchase history
- Simplified set of cross-sell/upsell offerings for each prospect
- Easy-to-quote and book process



greater cross-sell leads



growth in cross-sell pipeline



growth in cross-sell revenue

WHAT WE DO

Our data-driven program helps clients combine social media, direct marketing and personalized web content to engage, educate and convert existing customers to drive greater revenue and hold larger lifetime value.

CUSTOMER DATA

Gather Customer Data



ORACLE
MARKETING
CLOUD

PREDICTIVE ANALYTICS

Predict Best Targets

- Customer Activity & Interest Signals
- Prospect Digital Engagement
- Lead & Account Scoring for Cross-Sell Penetration
- Best Offer and Messaging

PLAY EXECUTION

Execute Your End-to-End Play Powered by Technology

- Digital marketing
- Inside Sales
- Field Sales
- Channel Partners

