

# All-You-Need Marketing Automation

Sugar Market is the all-you-need marketing automation solution built to work for you. With a curated toolset that includes highly intuitive campaign builders, advanced automation, and superior reporting, we focus on what matters most to marketers—streamlining campaign creation, understanding engagement, improving conversion, and driving more revenue.

## Multi-channel Marketing for All Business Needs

Market allows you to connect and engage with your customers - wherever they happen to be. With inbound and outbound email marketing tools, social media management capabilities, AI driven predictive analytics, and even Google Ads management tools, Market has you covered for all of your marketing automation needs in one simple to use cloud solution.

## Close the Marketing Loop with Sales

Market is pre-integrated into the leading sales automation solutions, including Sugar Sell. That means you can track your prospect and customer behaviors and gauge their interest level using SugarPredicts' Auto-Machine Learning capabilities across the entire customer lifecycle, leading to more timely handoffs to sales and the ability to discover repeat business opportunities to drive even greater revenue per customer.



### Increase Lead Velocity ///

Use AI lead-interest analysis to quickly create dynamic, multi-phase, highly targeted campaigns to drive more high quality leads into your pipeline.

### Amplify Marketing ROI ///

See what is working and what isn't - FAST.

### Optimize Allocations ///

Get more for every marketing dollar spent.

### Improve CX and Retention ///

Reach out to prospects and customers at the best possible time to create lifelong relationships.



## Key Features of Market

### Ad Campaigns

Launch Google paid search campaigns through the Market platform to drive qualified traffic

### SEO Audit

Run web audits to understand how your site is performing and compare your site to the competition

### Social

Schedule posts, manage accounts and monitor brand reputation across social media platforms

### Buyer's Journey Tracking

Uncover key insight into prospect and account engagement with your website

### Nurture Campaigns

Remain top-of-mind with automated, tailored messages sent to prospects throughout their buyers' journey

### Lead Scoring

Measure engagement and prioritize Sales outreach with actionable lead intelligence

### Emails

Easily create personalized, responsive email campaigns to spark conversations that convert

### Landing Pages and Lead Forms

Use drag-and-drop builders, or choose to code your own, to quickly build custom web pages and forms that capture leads

### Webinars and Events

Manage and track the success of events and webinars from within the platform

### Surveys

Capture important insight with custom surveys

### Reporting and ROI

Capture actionable insight into your marketing performance to understand what's driving revenue

### Interactive Dashboards

Build and source data from various marketing initiatives and create visually-appealing, shareable reports

### CRM Integration

Align Sales and Marketing with Sugar Sell integration that includes real-time syncs and support for custom fields

### Boost Lead Velocity

Facilitate rapid and reliable marketing lead qualification and prioritization through artificial intelligence (A.I.) predictive lead scoring

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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](http://www.sugarcrm.com) or follow [@SugarCRM](https://twitter.com/SugarCRM).