



# sugar market

## 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.

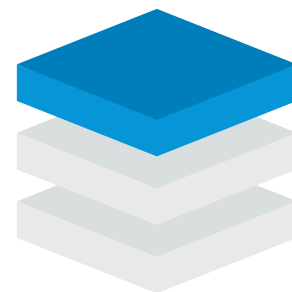
### Multi-channel Marketing for All Business Needs

Sugar 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, and even Google Ads management tools, Sugar Market has you covered for all of your marketing automation needs in one simple to use cloud solution.

### Close the Marketing Loop with Sales

Sugar Market is pre-integrated into the leading sales automation solutions, including Sugar Sell. That means you can track your prospect and customer behaviors 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:** 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 & Retention:** Reach out to prospects and customers at the best possible time to create lifelong relationships.



Learn more about Sugar Market at [sugarcrm.com](https://sugarcrm.com)

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# Key Features

**Ads Campaigns** – Launch Google paid search campaigns through the Salesfusion 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

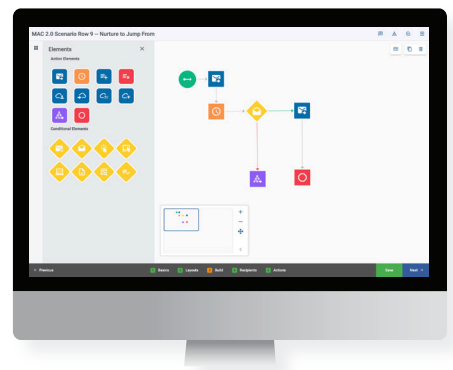
**Reporting and ROI** – Capture actionable insight into your marketing performance to understand what's driving revenue

**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

## Pricing & Availability

Sugar Market is available as a cloud offering from SugarCRM. Pricing starts at \$1000 per month.



## About SugarCRM

SugarCRM time-aware sales, marketing, and service software helps companies deliver effortless and predictable customer experience. For mid-market companies and anyone that wants a CX-driven platform, Sugar gives teams the time-aware customer data they need to create a seamless customer journey and increase customer lifetime value. More than 4,500 companies in over 120 countries rely on SugarCRM. Based in Silicon Valley, SugarCRM is backed by Accel-KKR.

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



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