Datasheet: LoopFuse OneView

Sophistication Made Simple

Feature-Rich, Cost-Effective Sales and Marketing Automation

LoopFuse is the leader in sales and marketing automation, offering companies unprecedented sophistication and control over their sales and marketing initiatives. Through an easy-to-use interface, LoopFuse gives marketers the ability to collaborate with sales executives and to fully automate the tasks of qualifying, routing, and nurturing leads into closed sales.

- ***Up-and-running in Minutes***
  With LoopFuse OneView, implementing your web analytics, email marketing campaigns, or lead capture forms is a breeze. Through an intuitive user-interface, LoopFuse allows marketers to bring any level of marketing initiative to life and share this information with the sales team.
- ***Complete Sales and Marketing Suite***
  LoopFuse OneView provides a complete sales and marketing solution, enabling you to create, launch, and execute any web-based sales and marketing-related activity. A full set of reporting tools empowers marketers with in-depth knowledge of their ongoing campaigns and programs.
- ***Established Leader in Usability***
  While we didn't invent Marketing Automation software, we certainly have made it easier to implement and use. More importantly, we mastered the art of the user interface - providing a simple layout that harnesses a complete and robust feature-set in one offering.
- ***Aligning Marketing and Sales***
  LoopFuse enables companies to align their marketing and sales efforts by bringing the sales process into the marketing automation platform. Through the use of sales dashboards and timely activity history alerts, sales personnel are kept up-to-date with lead activity and overall marketing initiatives.
- ***One-Click CRM Integration***
  At LoopFuse, innovation is where we excel. Through an intuitive user interface, we provide bi-directional integration with our supported CRM platforms. Configuring your CRM is just a login away.
- ***Infinitely Scalable Platform***
  Our talented team created LoopFuse from the ground up. Combined, we have a rich history and extensive knowledge of engineering software to leverage the power of Java. With its unrivaled flexibility and scalability, LoopFuse can accommodate mass volumes of web traffic and email.
- ***Proven Support Services***
  Customer support is included in all of our pricing packages. As a Loopfuse customer, we assure you the peace-of-mind that we are available to help and there won't be any hidden costs associated with using LoopFuse.

At-A-Glance

- *Free Marketing Automation Available*
- *No Software to Install*
- *Up and Running in Minutes*
- *Intuitive User Interface*
- *Measurable Results*

Selected Customers

acquia
dimdim
eXo platform
INFOBRIGHT
Objectivity
openspan
Zenoss Open Enterprise Management
Zimbra

- ***Real-Time Dashboards***
  With real-time analytics, our dashboard feature enables you to track incoming leads and related company information, and target them as potential clients with corresponding campaigns. With Real-Time Dashboards, you can also research popular search terms and websites that link to your business.

- ***Lead Management***
  Segment, route, and qualify your leads based on anything from their contact information to content activity. You can manage CRM synchronization tasks on your own schedule and, with rich reporting details, generate profitable lead capture forms and lead capture trends.

- ***Lead Analysis***
  You can view a detailed profile of a lead's activity including traffic patterns, pages viewed, emails opened, click-throughs, lead capture forms, lead scores, and CRM lead owners.

- ***Lead Nurturing***
  Our fully automated marketing programs provide higher ROI per campaign and nurturing program with numerous touch-points to choose from. Receive detailed reports designed to provide you with the success rate and relevant data of each campaign.

- ***Web Analytics***
  The web analytics package is seamlessly integrated with your search engine marketing, lead generation, and marketing initiatives. It captures activity and conversion rates and helps you analyze your prospects' behavior trends for maximum customer conversion and retention.

- ***Closed-Loop Reporting***
  Closed-loop reporting provides lead conversion rates at every stage of the sales cycle. Find out exactly how long it takes for prospects to move through the cycle and Lead Funnel so you can better gauge the effectiveness of your campaign.

- ***Lead Scoring***
  Automated scoring programs keep your CRM up to date with the current score for every lead. Alert sales personnel to potential customers with in-depth reports on how effective each scoring rule is in contrast with CRM opportunities.

- ***Campaign Management***
  Create and launch compelling HTML and text email campaigns using our intuitive interface. These emails can be personalized using contact information and assigned lead owner information. By customizing each campaign and server information, you can effectively reduce the chance of being filtered by spam blockers. Finally, once your email and online campaigns are launched, you can track their responses and accurately measure the ROI.

Customer Success

"LoopFuse provides clear visibility into which prospects are the most valuable and has greatly simplified the effort it takes to close business."
Tim Harvey, CEO
Perimeter E-Security

"I've used many different marketing automation solutions over the years and none of them deliver such rich functionality in such a user-friendly and affordable package as LoopFuse OneView."
Andy Ellicott, Vice President of Marketing, VoltDB

About LoopFuse

LoopFuse, Inc. provides the only full-scale sales and marketing automation solution built for a new breed of analytical marketing. LoopFuse's world-class team of professionals is experienced in all aspects of sales and marketing, with seasoned executives from S1, Red Hat, Oracle, and Novell.

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