



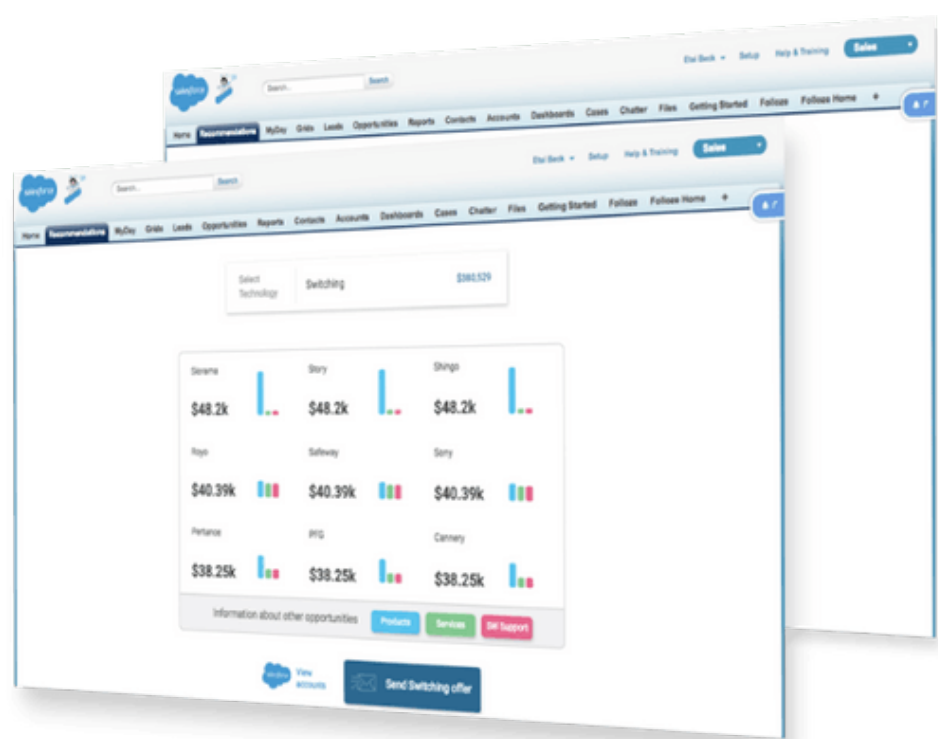
Let's get personal!



Accelerate Sales

Make Marketing Sales' hero

Folloze lets marketing build "content journeys" for sales that are solution-centric and automatically personalized for each prospect. Sales is then empowered to share these with prospects directly from Salesforce or Outlook, maximizing the value provided to customers, while minimizing the amount of time sales spends providing it.

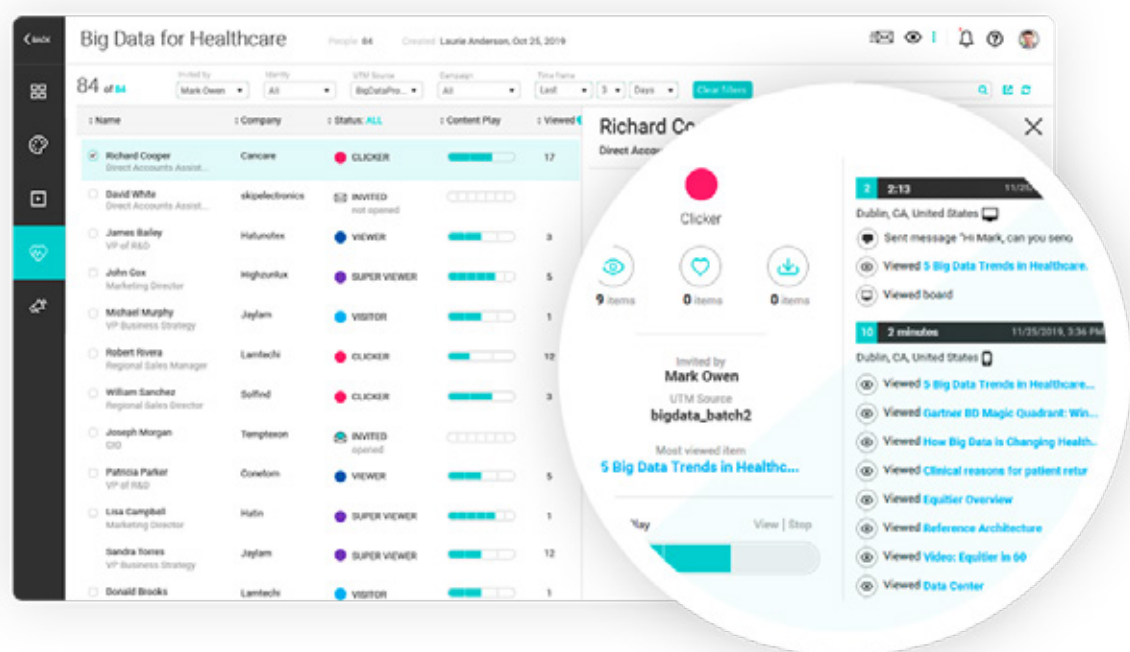
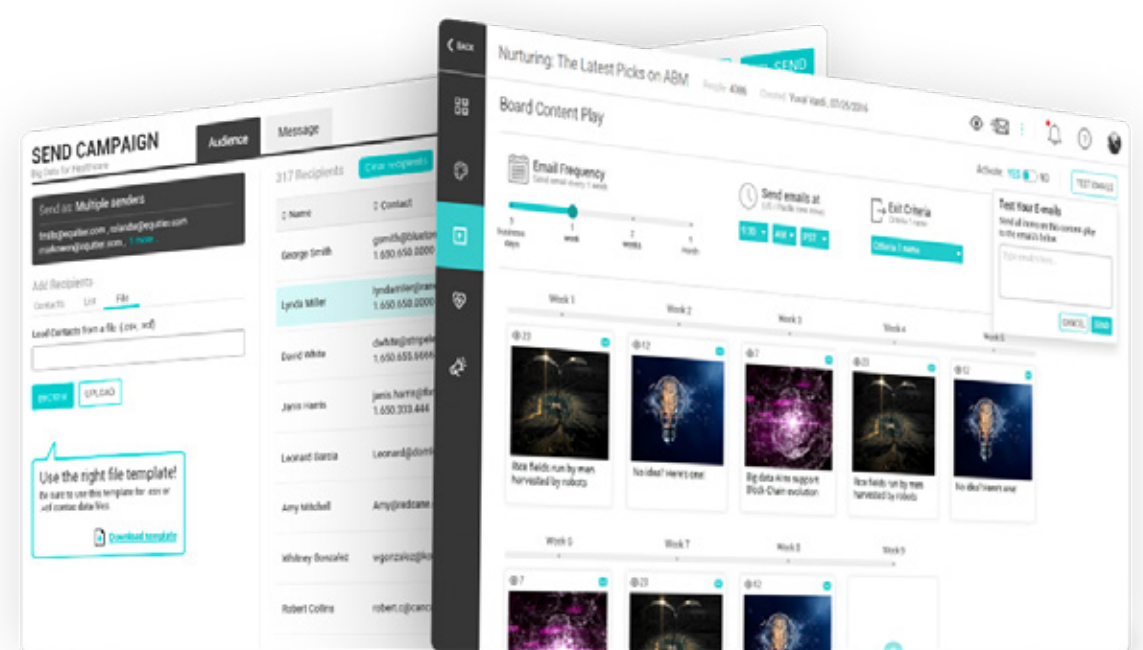


Offer an internal resource center as a Salesforce tab

Instead of forcing sales to dig for assets, or blindly throwing them content, Folloze lets you build a highly engaging, dynamic internal resource center that is automatically personalized to each salesperson and provides exactly the content they need. Use the resource center to launch internal sales education "campaigns," and to deeply understand and improve what content sales is engaging with.

ABM demands extremely tight marketing - sales collaboration

Uncover deeper insights that measure serious interest in your offerings. Every single metric tracked – number/duration of content views, forwarding/sharing, or CTA completions, etc. – is designed to help determine exactly when the right time is for sales to engage.

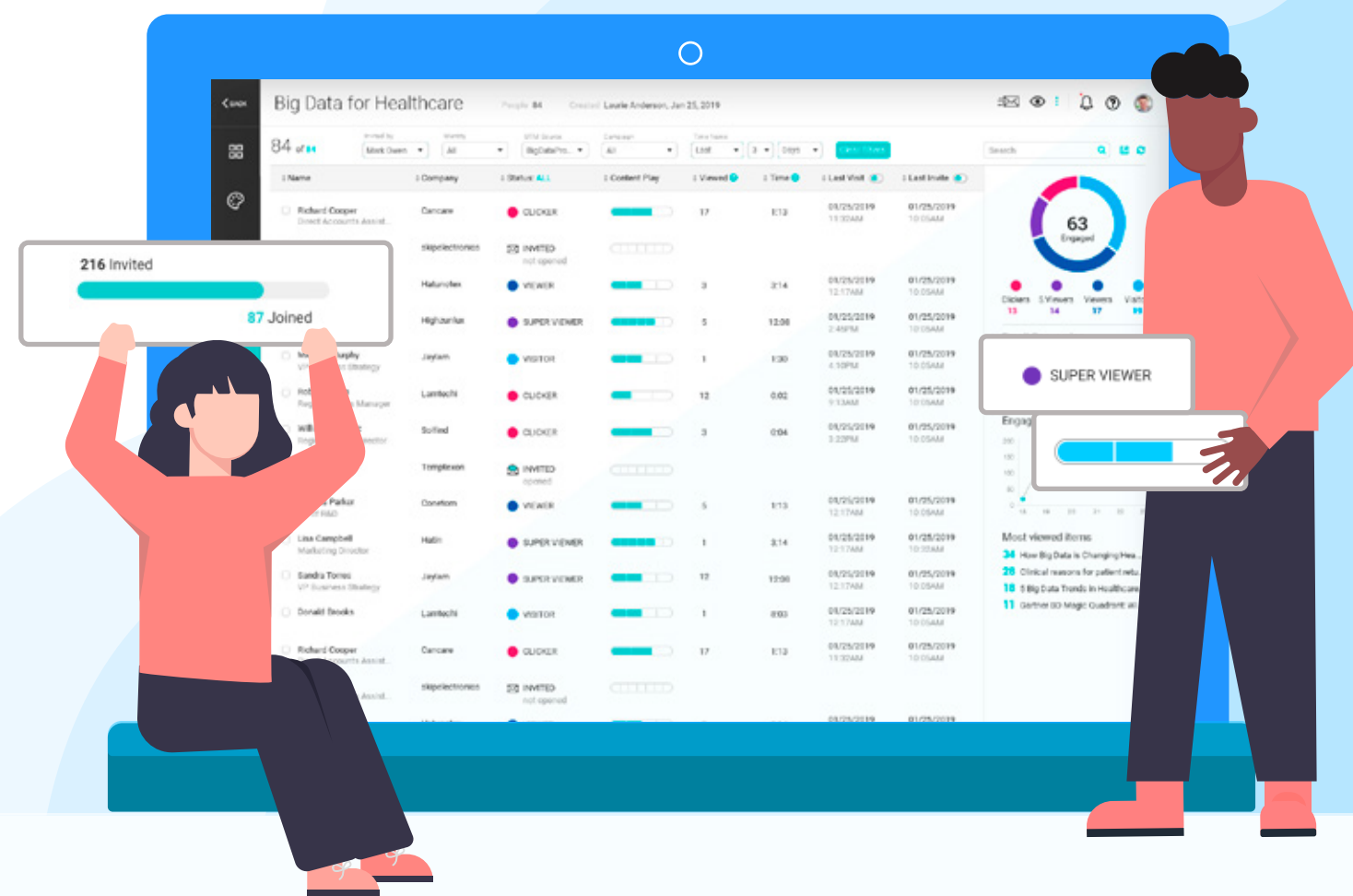


Engagement is the new insight

Folloze can also help assess a buying team's engagement all the way down to the individual level, based on a set of actions or behaviors performed throughout the buying journey. Every single metric tracked is designed to help teams determine when and where sales should begin to engage.

The Folloze Personalized Marketing Platform lets mid-to-large enterprises power tomorrow's B2B buying journey

Folloze delivers hyper-personalization at any scale - across multiple channels and use cases, and returning deep engagement intelligence - improving campaign performance and boosting pipeline



Hyper-personalized customer journeys, at any scale



Folloze transforms your digital marketing strategy

Digital marketing all-in-one:

- ✓ Highly dynamic, media rich, landing destinations
- ✓ Personalization technology
- ✓ Video streaming
- ✓ IP → Company matching for personalization
- ✓ Firmographics data for personalization
- ✓ Extensive analytics
- ✓ Comprehensive sales orchestration for ABM at scale
- ✓ Sales campaigns
- ✓ Sales enablement

Digital marketing ROI accelerator:

- ✓ No coding, <1 hour to build
- ✓ Typical 4x conversion improvement
- ✓ Deep insight into every asset view, duration, location

And Folloze is really easy to set up and helps you get far more out of your existing martech stack. Seriously.



Start hyper-personalizing your marketing today. **Let's talk!**