

MarketNet Services, LLC partners with Silverpop®

Now incommand Marketing System™ users can benefit from the fully integrated Engage B2B marketing automation solution

SPRING LAKE, Mich. – April, 2010 - MarketNet Services, LLC, a leading provider of lead management systems for channel sales, is pleased to announce an agency partnership with Silverpop, a leader in the on-demand marketing automation industry. MarketNet will be integrating the functionality of Silverpop's Engage B2B solution with the incommand Marketing System to provide a more full featured, end-to-end lead management solution for clients.

Robust and sophisticated lead management programs can overwhelm marketers. This is especially true when the sales channel consists of dealers, distributors, resellers and internal representatives. MarketNet's web-based incommand system simplifies complex lead routing and delivers qualified and scored leads to the sales channel. The system also integrates with many CRM solutions including salesforce.com, Seibel, Sales Logix, SAP CRM and others to deliver leads to internal employees and sales management.

Silverpop's Engage B2B lead nurturing system not only offers a user interface for campaign set-up, but also has an open system that allows MarketNet's developers to seamlessly integrate the two solutions. A user of incommand will be able to see all of the nurturing activities that have occurred with their leads, even though some of those activities will be driven by Engage B2B. This creates a 360 view of all activities taken by corporate and the local sales representative for every lead record.

MarketNet works with clients to create intelligent lead nurturing programs using a custom suite of tools called Advanced Lead Conversion™. This product line introduces statistically-proven ways of segmenting lists based on a lead's attitude about a particular product. In addition, buying phase, vertical and other segmentation techniques can be loaded into incommand (and now Engage B2B) to create relevant and timely nurturing tracks. Clients using the Advanced Lead Conversion suite are typically seeing a 100% increase in email click-through rates.

"By partnering with Silverpop for the back end system we are able to focus on our core competencies which include deploying lead management for complex sales channels," said JT McDonald, president of MarketNet Services, LLC. "It's a strategic move to free up our developers to focus on our platform and our integration techniques versus recreating something that Silverpop already does very well. Our additional consulting services help clients see the maximum return on investment for their lead nurturing efforts. We are very excited to extend this offering to our clients."

"MarketNet Services does a great job at understanding the complexity of each lead, and providing marketers with guidance that garner results," said Angela Brohman, agency channel director, Silverpop. "We're excited to be able to work with them to provide their clients with the technology to maximize results."

About MarketNet

With a philosophy of "No Lead Left Behind®", MarketNet creates lead management solutions for people who:

- Want to capture, respond to, distribute and track leads from all sources
- Need immediate lead notification sent to the best-suited sales person based on their channel sales strategy
- Require automatic follow-up and lead nurturing to increase sales closure rates
- Want to know what the sales person actually did with the lead
- Must be able to justify their marketing campaigns by measuring ROI

Clients such as The HON Company, Konica Minolta Business Solutions, U.S.A., Inc., 4Front Engineered Solutions, BrassCraft, Inc. (A Masco Company) and others have partnered with MarketNet to leverage their marketing investments, yielding more leads and converted sales per dollar spent. Founded in 1996, MarketNet is based near Grand Rapids, Mich. For more information, please visit MarketNet at www.marketnetservices.com.

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About Silverpop

Silverpop's on-demand marketing platform helps marketers succeed in turning prospects into customers—and customers into fans—through the creation, automation and delivery of relevant, multichannel digital messaging. Companies rely on the Silverpop Engage platform to create and manage sophisticated email marketing campaigns that reach millions of individuals—one at a time—engaging prospective customers and enhancing lifetime customer value and brand loyalty. Silverpop's marketing automation capabilities enable B2B marketers to efficiently manage leads and drive qualified sales opportunities through scoring and by nurturing campaigns that move prospects from interest to conversion.

Silverpop's industry-leading thought capital, strategic counsel, service and support helps B2C and B2B customers with the precise level of training and advice needed to quickly improve campaign results and ROI. With offices in the United States, the United Kingdom and Germany, Silverpop's marketing technologies are used by industry-leading brands around the globe. Best practices and white papers are available at www.silverpop.com.

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“No lead left behind” is a registered trademark of MarketNet Services, LLC.
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