

Mindmatrix Platform

Robust . Intuitive . Scalable



Mindmatrix, Inc.





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KEY FEATURES OF THE MINDMATRIX PLATFORM

Feature	 Corporate	 Direct sales	 Reps	 Franchise/ Channels/ Partners
DISTRIBUTED/CORPORATE MARKETING AUTOMATION ENABLEMENT				
WEB ANALYTICS AND TRACKING				
Detailed reports on performance of web collateral including landing pages, websites, micro-sites, forms filled, downloads	Yes	No	No	No
Live alerts and reports of prospect interaction with web media	Yes	Yes	Yes	Yes
LEAD REPORTING				
Real-time 360° lead tracking (web/communications/assets)	Yes	No	No	Yes
LEAD SCORING				
Multi-level lead scoring model that allows you score leads based on their interaction with multiple media including web, emails, presentations, PDFs, e-books and more	Yes	No	No	Yes
LEAD MANAGEMENT				
Smart lead segmentation	Yes	Yes	Yes	Yes
Real-time mobile/email alerts on key lead behavior	Yes	Yes	Yes	Yes
Detailed lead reports	Yes	No	No	No
LEAD NURTURING				
Visual workflow	Yes	No	No	Yes
Email drips	Yes	No	No	No
SMS drips	Yes	No	No	No

Feature



Corporate



Direct sales



Reps



Franchise/
Channels/
Partners

LEAD ROUTING

Route leads to sales channels based on predefined rules

Yes

No

No

No

Push leads into CRM accounts automatically

Yes

No

No

No

MULTI-CHANNEL MARKETING

Email/print/mobile campaigns

Yes

No

No

Yes

MULTI-ASSET CREATION AND SUPPORT

Dynamic PPT

Yes

No

No

Yes

Polls and Questionnaire

Yes

No

No

Yes

Micro-websites and Landing Pages

Yes

No

No

Yes

Blogs and social media

Yes

No

No

Yes

PDFs

Yes

No

No

Yes

E-MAIL MARKETING

A/B Testing

Yes

No

No

No

LEAD GENERATION

Search engine optimized landing pages for lead generation

Yes

No

No

No

ON-BEHALF OF COMMUNICATION

Send emails and run marketing and sales campaigns on behalf of your sales teams

Yes

No

No

No

Execute social campaigns

Yes

No

No

No

Feature



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Direct sales



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SOCIAL MEDIA AUTOMATION

Personalized Facebook and Google+ cover images	Yes	Yes	Yes	Yes
Personalized Facebook, Google+, LinkedIn and Twitter profile pictures	Yes	Yes	Yes	Yes
Personalized Blogger, Wordpress and Twitter backgrounds	Yes	Yes	Yes	Yes
Automated blog posting for Blogger and Wordpress	Yes	Yes	Yes	Yes
Automated posting of personalized Facebook, Google+, LinkedIn, Twitter posts	Yes	Yes	Yes	Yes

SOCIAL LISTENING

Alerts generated when chosen keyword is mentioned in top social media platforms including Facebook, Twitter, Google+ and LinkedIn	Yes	Yes	Yes	Yes
Automatically posts relevant comment/replies when chosen keyword is mentioned in top social media platforms including Facebook, Twitter, Google+ and LinkedIn	Yes	Yes	Yes	Yes

MOBILE MARKETING





SMS offers, contests and giveaways	Yes	No	No	Yes
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MULTI-LINGUAL INTERFACE SUPPORT

Coming soon Coming soon Coming soon Coming soon

REPORTING AND DASHBOARDS

Contact based	Yes	Yes	Yes	Yes
Asset/collateral based	Yes	Yes	Yes	Yes
Campaign based	Yes	Yes	Yes	Yes
Partner/channel/franchise/ salesperson based	Yes	No	No	No

Feature	 Corporate	 Direct sales	 Reps	 Franchise/ Channels/ Partners
Corporate level	Yes	No	No	No
Product/service based	Yes	No	No	No
Custom reports	Yes	No	No	No
Overview of key contact activities	Yes	Yes	Yes	Yes
Quick access to campaign performance overview	Yes	Yes	Yes	Yes
One-touch access to other elements of the platform	Yes	Yes	Yes	Yes
GLOBAL SUPPORT AND SERVICES				
Global support (US, Europe, Asia-Pacific, Australia)	Yes	Yes	Yes	Yes
24/5 x 365 customer support	Yes	Yes	Yes	Yes
GO-TO WEBINAR INTEGRATION				
Automatically synchronizes webinar leads into your Mindmatrix contact list	Yes	No	No	No
Send reminders, follow-up emails or run lead nurturing campaigns for your webinar leads through Mindmatrix	Yes	No	No	No
USER ENGAGEMENT				
Automatically tracks prospect business vertical and personalizes web content in real-time	Yes	No	No	No
Also personalizes web content based on user persona	Yes	No	No	No
Create polls for better user engagement	Yes	No	No	No
CHANNEL ENGAGEMENT ANALYTICS				
Measure channel partner engagement metrics	Yes	No	No	No

Feature	 Corporate	 Direct sales	 Reps	 Franchise/ Channels/ Partners
Know what training, marketing or sales materials your channel partners downloaded and used	Yes	No	No	No
Quantify and understand the results of your channel partners' sales and marketing campaigns	Yes	No	No	No
Communicate and share information effectively with channel partners through mobile	Yes	No	No	No
CO-OP/FUND MANAGEMENT AND LEAD REGISTRATION				
Manage fund application, processing, approval , billing and invoicing via Mindmatrix platform	Yes	No	No	Yes—Only to apply for funds
Get reports on how the funds are being used and managed	Yes	No	No	No
Lead Registration feature allows you to analyze channel partner effectiveness based on their leads' activities	Yes	No	No	No
Set specific time frame for lead registration for each user and measure user's sales effectiveness based on their lead registration numbers	Yes	No	No	No

Feature



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DIRECT & INDIRECT SALES ENABLEMENT

Review and approve lead registrations	Yes	No	No	No
Improve visibility into your pipeline of registered leads	Yes	No	No	Yes
SALES ON-BOARDING AND CERTIFICATION				
Internal sales playbook that makes sales onboarding easy and process oriented	No	Yes	Yes	Yes
Create and manage internal certification programs using the Mindmatrix application	No	Yes	Yes	Yes
SALES PLAYBOOKS				
Ready-to-use knowledge kits to assist salespeople throughout the sales process	No	Yes	Yes	Yes
LINKEDIN PROSPECTING TOOL				
Build quality prospect lists using information from LinkedIn profiles irrespective of your connection level with them	Coming soon	Coming soon	Coming soon	Coming soon
	No	Yes	Yes	Yes
SALES PROSPECTING PROGRAMS				
Smart prospecting programs that dynamically respond to prospect behavior	No	Yes	Yes	Yes
Detailed prospect reporting for laser targeted cross-selling and up-selling	No	Yes	Yes	Yes
MOBILE APPLICATION				
Mobile access to sales collateral, playbooks, email drips, lead information and reports	No	Yes	Yes	Yes
ALERTS AND NOTIFICATIONS				
Alert salespersons upon key prospect behavior or any significant prospect activity via email or SMS	No	Yes	Yes	Yes

Feature	 Corporate	 Direct sales	 Reps	 Franchise/ Channels/ Partners
Create tasks for salespersons and send reminders via email/SMS	No	Yes	Yes	Yes
OUTLOOK AND GMAIL PLUG-IN				
Send personalized email from Outlook and Gmail and track all key metrics such as their open rates, link clicks etc.	No	Yes	Yes	Yes
SALES MATERIAL CREATION				
PDFs	No	Yes	Yes	Yes
PowerPoint	No	Yes	Yes	Yes
CUSTOM SALES PORTALS WITH CORPORATE BRANDING				
Persona-based approach to the platform	No	Yes	Yes	Yes
Customized portal for marketing, channel partners, direct sales, independent reps, dealers, channels, brokers, online sales channels and other sales roles	No	Yes	Yes	Yes
Each user has easy access to and sees only what is relevant to them	No	Yes	Yes	Yes
Ease of use and relevance ensures your investment in the platform is utilized to the optimal level	No	Yes	Yes	Yes
CRM INTEGRATION /OPEN APIS				
Integrates with most CRM applications for unobstructed contact sharing and single contact view	Yes	Yes	Yes	Yes
AutotaskCRM	Yes	Yes	Yes	Yes
BaseCRM	Yes	Yes	Yes	Yes
ConnectWiseCRM	Yes	Yes	Yes	Yes
DynamicsCRM	Yes	Yes	Yes	Yes

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EloquaCRM	Yes	Yes	Yes	Yes
NetsuiteCRM	Yes	Yes	Yes	Yes
OracleCRM	Yes	Yes	Yes	Yes
OracleSalesCloudCRM	Yes	Yes	Yes	Yes
RedtailCRM	Yes	Yes	Yes	Yes
SageACTCRM	Yes	Yes	Yes	Yes
SFDC	Yes	Yes	Yes	Yes
SugarCRM	Yes	Yes	Yes	Yes
ZohoCRM	Yes	Yes	Yes	Yes
HubSpot	Yes	Yes	Yes	Yes

ASSET MANAGEMENT

PERSONALIZED BRANDED SALES AND MARKETING COLLATERAL CREATION

Personalized based on contact behavior	Yes	Yes	Yes	Yes
Personalized based on contact attributes	Yes	Yes	Yes	Yes
Personalize based on user	Yes	Yes	Yes	Yes
Personalization of text content	Yes	Yes	Yes	Yes
Personalization of visual content	Yes	Yes	Yes	Yes

Feature



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COMPLETE ASSET MANAGEMENT

Single asset repository for all marketing/sales collateral

Yes

Yes

Yes

Yes

Permission based asset access and editing rights

Yes

Yes

Yes

Yes

Global asset search

Yes

Yes

Yes

Yes

BRAND MANAGEMENT AND COMPLIANCE

Template-based approach to collateral creation protects brand integrity and ensures compliance regulations are met by limiting editing rights

Yes

No

No

Yes

ASSET USAGE REPORT

Detailed reports of all assets created in the system

Yes

No

No

No

Measure asset performance, usage and effectiveness

Yes

No

No

Yes

CONTENT SYNDICATION

Syndicate assets to third party sites and partner portals(PDFs, Emails, Drips, SMS, social media posts, videos and web content) for use at local level

Yes

No

No

Yes

Product database

Yes

No

No

No

