

Salesforce for Google AdWords™



How It Works

- ❑ Advertise your business on Google
- ❑ People click on your ads
- ❑ Capture leads on your Web site
- ❑ Convert leads into new customers
- ❑ Measure which ads bring the most business

“With Salesforce for Google AdWords, you can see the real impact your search marketing campaigns are having on your business. Not just how many leads were generated, but whether or not they’re actually closing.”

— Tricia Reilly
President
Bluebird Marketing

Advertise Online, Generate Leads, and Track Results

In 2006, companies large and small collectively spent \$9.4 billion placing ads online with major search engines such as Google™—a 62 percent increase over 2005. And industry experts estimate that by 2011, companies will be spending more than \$18.6 billion advertising online.*

Yet for all the money they are spending on this fast-growing market, many companies have no real way to track the success of their online advertising programs or measure the return on investment (ROI). Which keywords are generating your leads? Which leads are turning into sales opportunities and then into revenue? And how can you maximize the effectiveness of every dollar your company spends on online ads and search engine marketing if you can’t answer these questions?

Now you can. Salesforce for Google AdWords adds search engine marketing to salesforce.com’s suite of on-demand business services, making it possible for companies to manage and measure search engine marketing campaigns directly from within Salesforce. With Salesforce for Google AdWords, marketers can enjoy complete visibility and control over their search engine marketing investments—all the way from keyword selection to closed deal.

Salesforce for Google AdWords is designed to tie search advertising campaigns directly into Salesforce, providing the ability to create online advertisements, target them, and then track exactly which ads and keywords are generating results for the business.

Get Started with Google AdWords

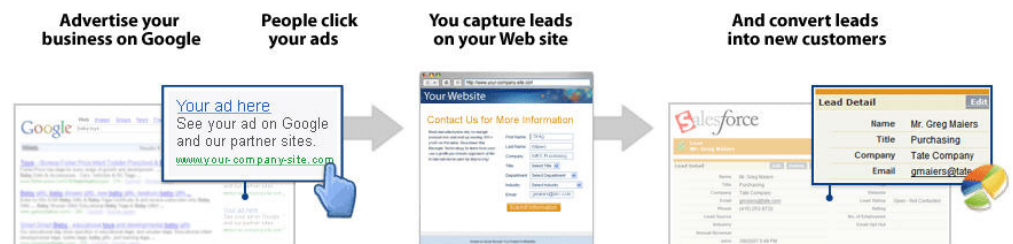
Salesforce and Google AdWords make online advertising simple, even if you’ve never advertised online before. You can create a new Google AdWords account right from within Salesforce and immediately create ads and select keywords. Within minutes, you’ll start connecting with new customers.

Link Your Existing Google AdWords Account to Salesforce

Already an AdWords user? Salesforce lets you link to your existing Google AdWords account. The benefit? You can keep using your existing AdWords account and track your ad campaigns, ad groups, and keyword buys all the way through into Salesforce. Linking your existing Google AdWords account to Salesforce will correlate your search marketing efforts with leads and opportunities. You’ll watch in real time as your search marketing investments generate leads, deals, and revenue.

Correlate Search Efforts with Inbound Leads

With offline marketing programs, it is often hard to correlate leads with their original sources, leaving marketing managers questioning the true effectiveness of a campaign. But Salesforce for Google AdWords is completely integrated with AdWords, letting you see the exact leads generated by your search marketing efforts. You can follow your search marketing campaigns all



*Search Engine Marketing Professional Organization (www.sempo.org)



“The ROI is written on the wall with Salesforce for Google AdWords. There’s no guessing, no wasted campaigns. We see right away what works and what doesn’t and shift our efforts accordingly.”

— Adam Killam
Online Marketing Coordinator
Research Capital Corporation

the way through the sales process, from the moment someone clicks on your ad to the point at which they become a customer.

Measure ROI: Directly Compare Sales Revenue with Search Marketing Spend

With Salesforce for Google AdWords, marketing executives can measure the exact return on search marketing programs and tie revenue back to a specific campaign or keyword. Want even more? Use Salesforce to build or customize reports and dashboards to stay on top of search marketing performance. With complete visibility into what’s working—and what’s not—you can make changes in real time and optimize search marketing programs for even greater success.

Track Leads from Paid and Organic Search

Salesforce for Google AdWords shows you the details of every lead or opportunity generated from your Web site. Track the details of Google AdWords paid search campaigns along with the details of organic search leads from Google, Yahoo!, MSN, Ask.com, and other major search engines. Then drill right into the activity history to view all the keyword and search engine details.

Availability and Pricing

Salesforce for Google AdWords is a component of the Salesforce Marketing application and is included in Group Edition, Professional Edition, Enterprise Edition, and Unlimited Edition.



For More Information

Contact your account executive to learn how we can help you accelerate your CRM success.

The Americas
The Landmark @ One Market
Suite 300
San Francisco, CA 94105
United States of America
1-800-NO-SOFTWARE
www.salesforce.com

Latin America
Alfonso Napoles Gandara 50
4th floor
Col. Santa Fe
Mexico City
Mexico 01012
+52-55-9171-1882
www.salesforce.com

Japan
Ebisu Business Tower 18F
1-19-19 Ebisu, Shibuya-ku
Tokyo, 150-0013
Japan
+81-3-5793-8301
www.salesforce.com/jp

Asia/Pacific
9 Temasek Boulevard
#40-01 Suntec Tower 2
Singapore 038989
+65-6302-5700
www.salesforce.com/au

Europe, Middle East & Africa
Ch. de la Dent d'Oche 1B
1024 Ecublens
Switzerland
+353-1-2723-500
www.salesforce.com



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