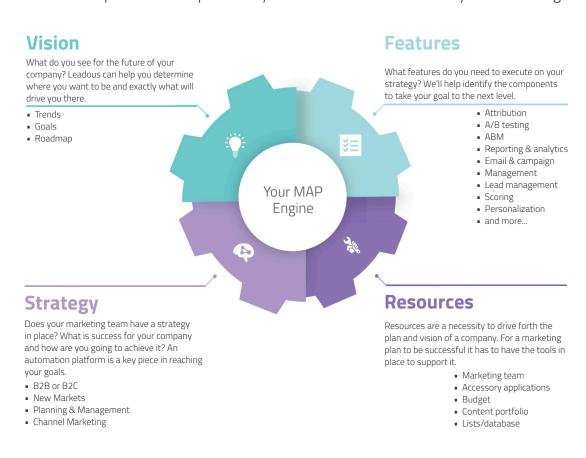




Evaluation Motor™

WHAT'S UNDER THE HOOD?

The Evaluation Motor™ is made up of four components that when leveraged together, become your marketing automation engine. Your engine will drive marketing initiatives through planning, execution, management and iteration. This evaluation will determine the options your team has based on your propensity for automation and how powerful of a platform you need to drive the results you are looking for.



Evaluation Process Checklist

Define initiative: What can an automation platform do for your company?

Requirements: What feautes are important that support your plan?

Alignment: How does this align with your existing plans, team, and technology?

Demo: Experience your options. See the features you need in action.

Select: Leadous guides you to choose the best platform taking into consideration license fees and services.

Plan: Develop implementation and onboarding schedule.

info@leadous.com | 844-LEADOUS | www.leadous.com