



# Clari for Marketing

Drive go-to-market success in lockstep with sales

Clari helps marketing teams align with sales across the revenue funnel to build and convert more pipeline, run more strategic marketing campaigns, enhance attribution, and drive predictable revenue with sales.

## Track and analyze pipeline.

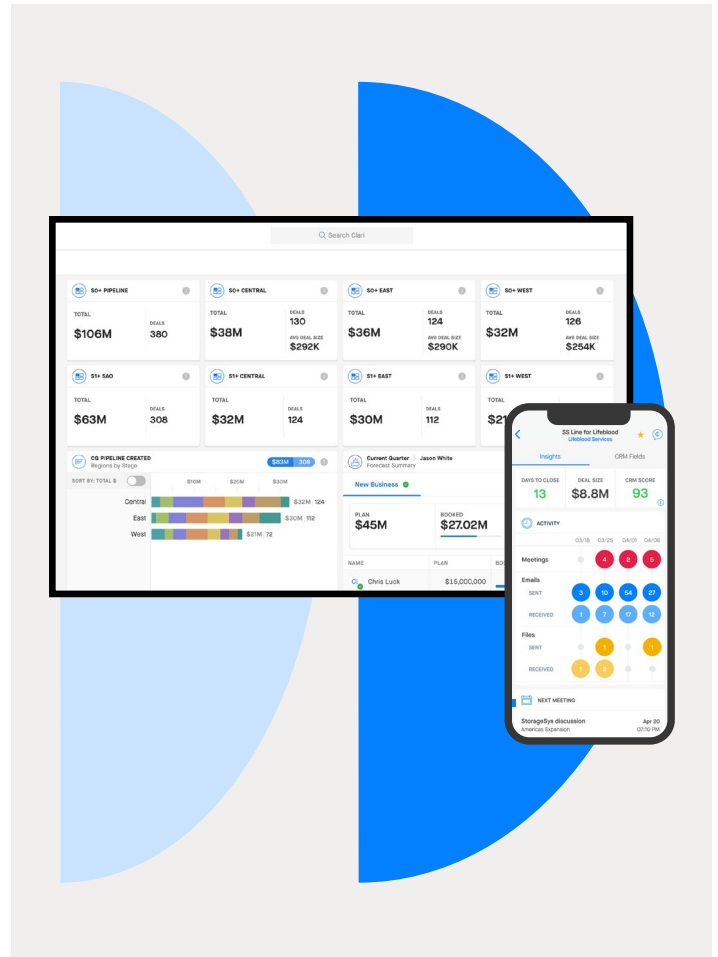
Know if you have enough pipeline for the current quarter and how much you need to generate for future quarters. Create the right amount of pipeline per segment to support the company's revenue targets.

## Improve conversions.

Capture all sales contacts automatically to nurture the entire buying group and better track campaign attribution. Prioritize accounts for targeted acceleration campaigns by tracking activity on active opportunities to improve lead follow-up.

## Revenue team alignment.

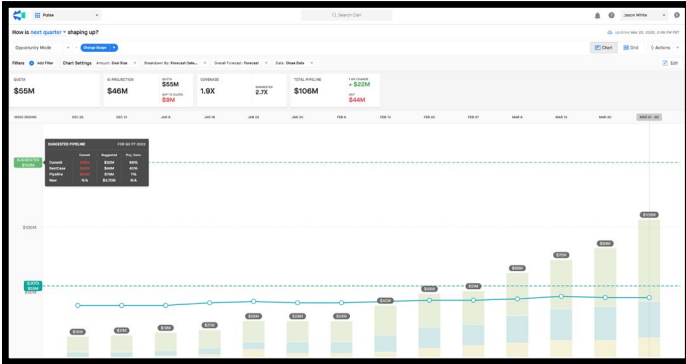
Utilize a single platform for analysis, reporting, and decision-making to drive visibility into and progress towards shared marketing and sales goals.



—Clari gives us the visibility to confidently inform our operating plans two, three, four quarters ahead. It gives us an extremely competitive advantage in the market.

Joe Vitalone  
CRO, Extreme Networks

# The Clari Advantage



## Pipeline Visibility

Analyze current and future pipeline to validate marketing programs, spot potential lead-gen opportunities, inform budget allocation, and drive campaign strategy to help your combined sales and marketing teams win.

## Account Engagement

Track prospect and customer activity to see who is engaging with marketing materials, sales calls, emails, and more. This gives you a complete snapshot of account activity to better focus account-based marketing efforts.

The screenshot shows an 'Account Engagement' dashboard with a table of activity for the last 7 days. The table has columns for 'ACCOUNT DETAILS', 'MESSAGES', 'EMAILS', 'FILES', 'MEETINGS', and 'TOTAL'. Each row represents an account with various activity metrics.

ACCOUNT DETAILS	MESSAGES	EMAILS	FILES	MEETINGS	TOTAL
HubSpot	15	21	56	26	118
Chickadee Marketing	15	21	38	26	100
Aglio	10	2	82	56	150
Custom MD&D	9	16	40	25	90
McKesson	9	20	17	21	67
UnitedHealth Group	9	16	50	39	114
CVS Health	9	8	27	37	81
General Motors	9	16	26	24	75
AT&T	9	23	20	33	85
Ford Motor	9	3	16	24	52
UnitedHealth Group	8	2	28	10	48
Amazon	8	10	33	26	77
General Electric	8	14	41	42	105
Verizon Consumer	8	20	10	30	68

## Complete Opportunity Data

Clari automatically captures and populates activity and contact data from all of your disparate systems. With complete CRM opportunity data, you can view touchpoints along the entire buyer journey, identify opportunities to engage, create additional marketing activity, and prove marketing revenue attribution.

The screenshot shows an 'Opportunity Data' dashboard with a table of contact syncing info. The table has columns for 'FIRST NAME', 'LAST NAME', 'EMAIL ADDRESS', 'ACCOUNT NAME', 'OPPORTUNITIES', 'ACTIVITY TIME', 'PROCESSED TIME', 'STATUS', and 'TITLE'. Each row represents a contact with their associated account and opportunity details.

FIRST NAME	LAST NAME	EMAIL ADDRESS	ACCOUNT NAME	OPPORTUNITIES	ACTIVITY TIME	PROCESSED TIME	STATUS	TITLE
Caryn	robin	caryn@clari.com	USA		Jan 21, 2020 9:30	Jan 21, 2020 9:30	New Contact Sync Completed	Unknown
Christina	Mokone	christina@clari.com	World Fuel Services		May 21, 2020 9:30	May 21, 2020 9:30	New Contact Sync Completed	Unknown
Robert	Michael	robert@clari.com	Fiber	Platform Renewal	May 14, 2020 11:30	May 14, 2020 11:30	New Contact Sync Completed	IT Project Manager
Scott	Lopez	scott@clari.com	Amazon	Data Storage Renewal	May 11, 2020 11:30	May 11, 2020 11:30	New Contact Sync Completed	IT Manager
Mark	Moran	mark@clari.com	ET City	Data Storage Renewal	Apr 24, 2020 10:00	Apr 24, 2020 11:00	New Contact Sync Completed	IT Project Manager
Betty	Wilson	betty@clari.com	Amazon	Data Storage Renewal	Apr 23, 2020 11:30	Apr 23, 2020 11:16	New Contact Sync Error	IT Manager
Charles	Wilson	charles@clari.com	Prudential Financial	Data Storage Renewal	Apr 21, 2020 11:30	Apr 23, 2020 11:16	New Contact Sync Completed	IT Project Manager
Robert	Williams	robert@clari.com	General Motors	Security Renewal	Apr 16, 2020 11:30	Apr 23, 2020 11:16	New Contact Sync Completed	IT Manager
Michael	Jones	michael@clari.com	Ashley Automotive Group	Data Storage	Apr 8, 2020 11:30	Apr 23, 2020 11:16	New Contact Sync Completed	IT Manager
Jason	Lee	jason@clari.com	Acad	IT Storage Renewal	Apr 12, 2020 11:30	Apr 23, 2020 11:16	New Contact Sync Completed	CEO
James	Smith	james@clari.com	United Health Group	Data Storage	Apr 23, 2020 11:30	Apr 23, 2020 11:16	New Contact Sync Completed	CEO

The world's best companies depend on Clari's Revenue Operations Platform to deliver predictable results.

