

Simply Smarter Marketing

Marketing has become extremely sophisticated, yet even the strongest teams struggle with proving their impact on revenue and contribution to pipeline. Sponge helps marketers plan smarter and easily track performance.



Features:

- Unified planning and analytics in a slick, intuitive SaaS app
- Easy revenue modeling interface
- Flexible architecture to fit a variety of org structures
- Real-time lead, opportunity campaign, and funnel dashboards

Benefits:

- Work back from revenue goals to create smarter marketing plans
- Answer marketing's toughest questions—without Excel
- Transform your team into a consistent revenue-driver

Sure, you're busy. But are you effective?

The digital age has evolved marketing's role from focusing on brand and PR, to leveraging technology to target better, make smarter decisions, and run programs that move the needle.

Yet even sophisticated teams still struggle to answer key questions, like:

- "How many leads does marketing need to hit revenue goals?"
- "Which campaigns drive the most opportunities?"
- "What's our average lead to opp conversion rate by channel?"
- "Are we targeting the right accounts?"

Sponge is the B2B marketer's portal to sanity: one place for creating plans, tracking performance, and accessing dashboards that are made for the entire marketing team—from ops to the CMO.

Sponge helps you see your plan in action, giving you a slick app to track leads, opportunities, campaigns, and funnel performance across channels.

We know you're busy. But we want you to be effective too. Sponge helps your team stay consistent—hitting goals quarter after quarter.

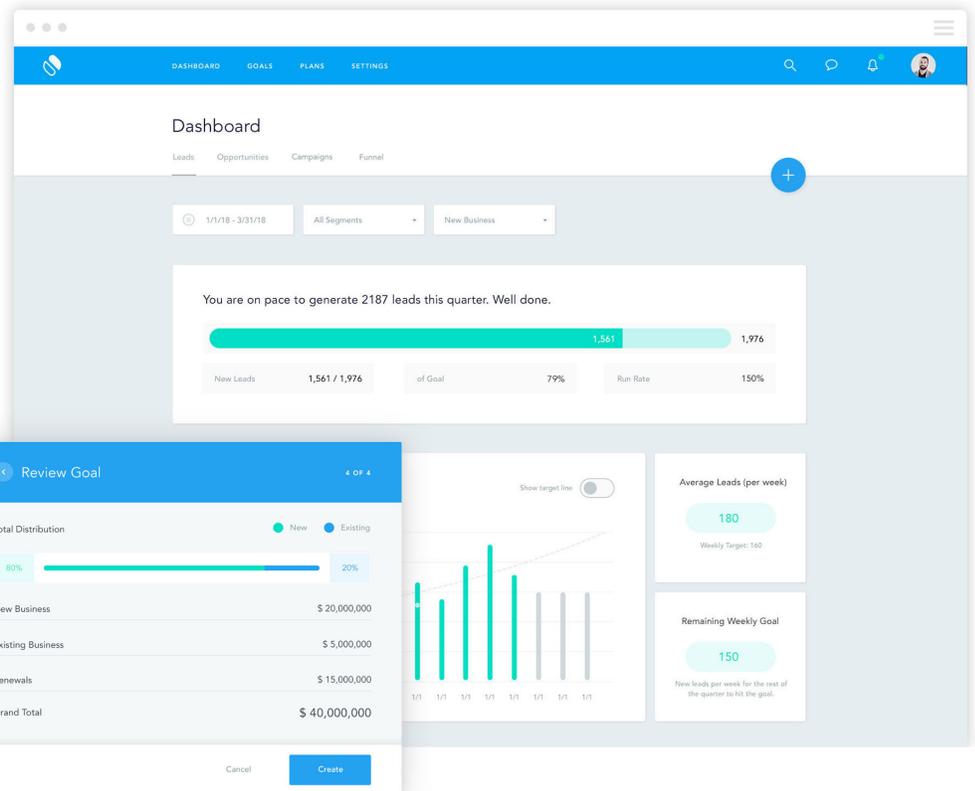


Automated revenue modeling

Simply login and start working with your goals and metrics to figure out targets that make sense. Play with campaigns, channels, and budgets to build a plan that shows the entire team what they need to do.

Interactive campaign planning

Don't wait until the end of the quarter to see what worked and what flopped. Monitor funnel metrics, optimize lead flow, and "work" your campaigns to achieve your goals.



Real-time dashboards

Stop spending hours every week chasing data, crunching numbers, or waiting for the ops team to create custom reports. Sponge is built for all marketers, with dashboards to track campaigns, channels, conversion, and contribution to revenue.

No more random acts of marketing

The explosion of martech has increased marketing budgets—and responsibility. Conversations once reserved for the CEO and VP of Sales are now squarely in a CMO's domain. Plan smarter, understand your contribution to revenue, and have all the answers at your fingertips.

