

Salesforce Group Edition Featuring Google AdWords




“The number of quality leads has gone up by 50 to 75 percent since we started using Salesforce to manage our Google AdWords.”

— Jason Stewart
Senior Manager, Demand Generation
Demandbase

Reach New Customers and Grow Your Business

With Salesforce Group Edition featuring Google AdWords, it's never been easier to take advantage of the Internet to expand your business. Here's how it works: Generate new leads by advertising your business online with Google AdWords. Turn those leads into new customers with Salesforce CRM. It's that simple.

- :: You advertise your business on Google
- :: Potential customers click your ads
- :: You capture leads on your Web site
- :: And convert them into new customers

Web-Based

Salesforce and Google AdWords are 100-percent Web-based applications. Log in from anywhere, view or update your sales data on the fly, and instantly collaborate with your co-workers.

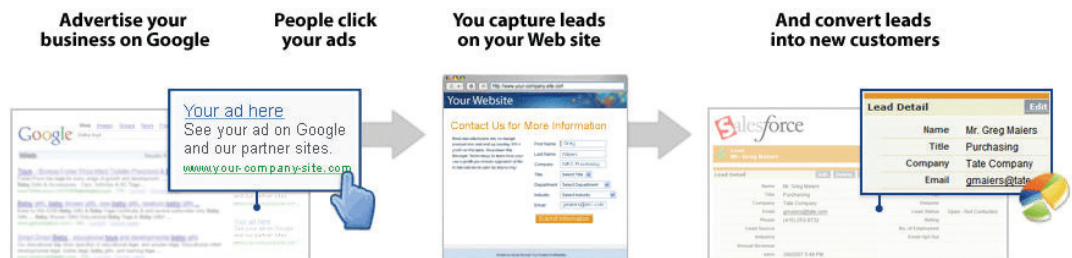
Cost-Effective

Get started now with a free trial and start generating new leads for your business within 15 minutes. When you're ready to buy, it's just \$20/user/month to manage all your leads, contacts, and customers. Welcome to business on demand.

Measurable

Even with a virtual customer acquisition machine, you want to know precisely what's working. Salesforce dashboards give you a bird's-eye view into your sales and marketing efforts. Now you can make sure that every dollar of your budget is spent on the things that bring you the most—and best—new customers.

Don't have a Google AdWords account? Get started now with a \$50 Google AdWords credit.*



“Our site traffic is up 55 percent since we started using Salesforce for our Google AdWords.”

— Director of Marketing
TFC, Inc.

Salesforce Group Edition Featuring Google AdWords

5-User Workgroup	
Free 7-day trial	✓
Free upgrades	✓
Customer support	✓
\$50 AdWords credit*	✓
Promotional price	\$1200/year

Key Features of Group Edition

- ⌘ Google AdWords
- ⌘ Web-to-Lead
- ⌘ Leads
- ⌘ Opportunities
- ⌘ Accounts
- ⌘ Contacts
- ⌘ Dashboards
- ⌘ Outlook Integration

Get Started Today with a Free Trial

To get started with Salesforce Group Edition, simply sign up for a free week-long trial. At any time during your trial, click on the orange **Subscribe Now** button from within your account to pay by credit card. If you have additional questions or need more than five users, call 1-800-NO-SOFTWARE.

*ADWORDS CREDIT TERMS AND CONDITIONS

Promotional credit must be applied to a new AdWords account within 45 days of creating the account and is valid only for new Google AdWords customers with self-managed signup accounts. Advertisers will be charged for advertising that exceeds the promotional credit. Advertisers will need to suspend their ads if they do not wish to receive additional charges beyond the free credit amount. Subject to ad approval, valid registration and acceptance of the Google AdWords Program standard terms and conditions. The promotional credit is non-transferable and may not be sold or bartered. Offer may be revoked at any time for any reason by Google Inc. One promotional credit per customer. Advertisers with self-managed signup accounts are subject to a \$5 activation fee. Offer valid only for advertisers in the U.S., Canada and Mexico signing up through the URL provided for the promotion.

For More Information

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

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