REVENUE PULSE'S PREFERRED TECH STACK
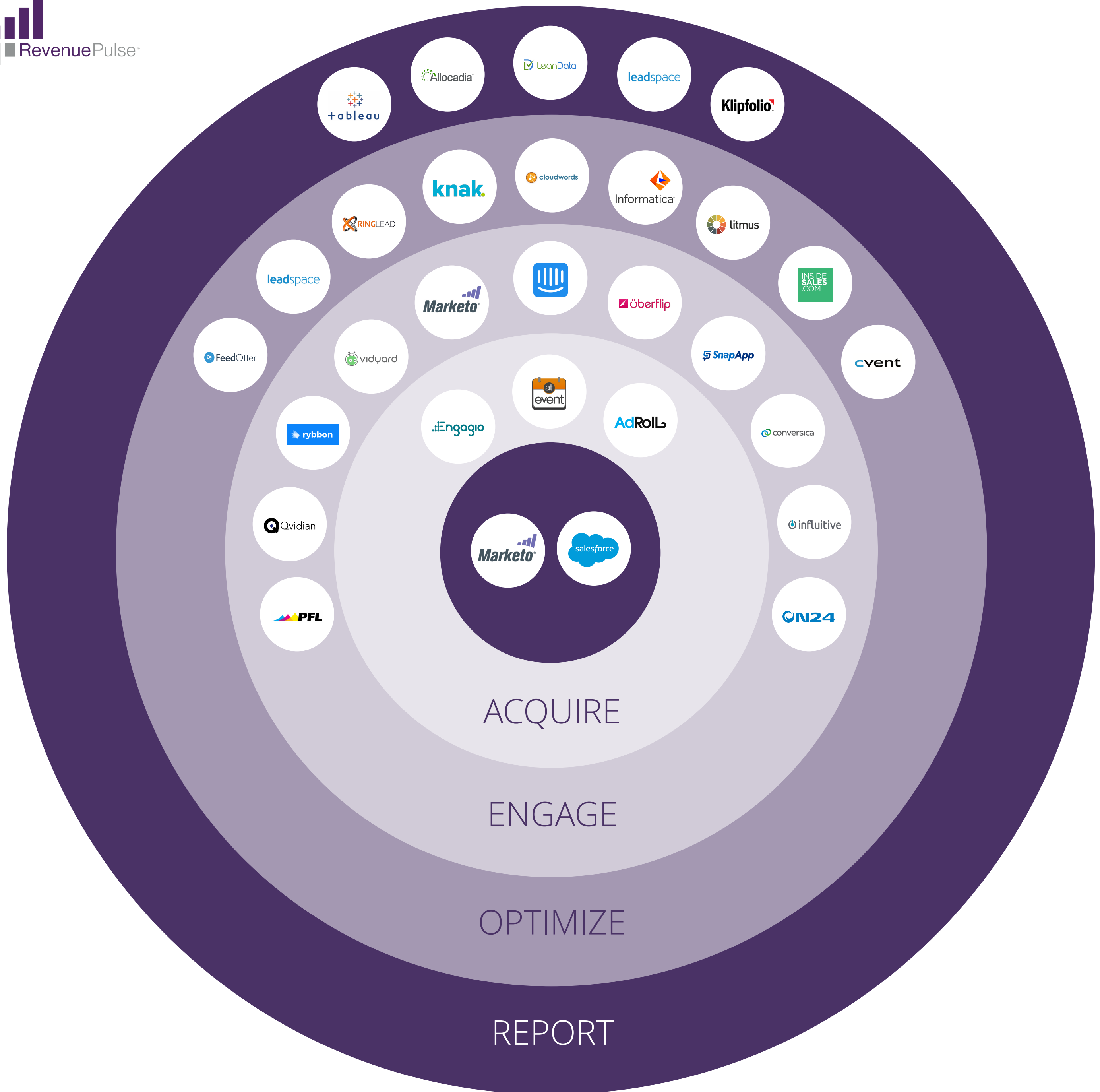
THE TOOLS YOU NEED FOR THE RESULTS YOU WANT.

Your Sales and Marketing departments work hard to increase revenue and drive business. You know they need help, but with thousands of different MarTech tools on the market, each claiming to be the best, how do you decide which ones to use?

Analysts will give you recommendations — they're typically listed in order of who is paying them the most sponsorship dollars. But when it comes to real-world testing and user feedback, which tools will actually have the greatest impact?

At Revenue Pulse, we work with hundreds of Marketo's largest clients. We've seen them implement almost every LaunchPoint partner, and we have access to their results. We hear their praise, listen to their complaints, and then try the tools for ourselves.

The following is a curated list of our preferred technology partners. After years spent working side-by-side with our clients and seeing authentic results, we're happy to share these with you, sponsorship dollars and marketing spin aside.

We hope this saves you time and helps take the guesswork out of picking a vendor. Our goal is ensure that you build a MarTech stack that helps you get the most from your marketing investment.

RevenuePulse

ACQUIRE

ENGAGE

OPTIMIZE

REPORT

Marketo

Marketing Automation

Engage and track prospects and customers throughout their lifecycle. The connection point for all your marketing tools, this is ground zero for marketing.

Salesforce

Customer Relationship Management

Track and report on sales and customer service activities. This is ground zero for sales.

Engagio

Account-Based-Marketing

Marketing and sales join forces to focus on named account prospecting and reporting.

Marketo

Web Personalization

Strategically deliver personalized, dynamic content to targeted visitors at the right time.

Acquire	Optimize	Report	Report

AtEvent

Event Management

Manage registration and attendance for your events, including universal lead capture for tradeshows

LeadSpace

Data Augmentation

Normalize and enrich contact data using third-party sources.

LeanData

Lead to Account Matching

Automatically convert new leads and match them to the right accounts.

LeadSpace

Predictive Scoring

Score and rank people using external data points and info from previously closed deals.

Uses Artificial Intelligence

Report	Report	Report	Engage

LeanData

Reporting - Attribution

Aggregate data that forms the foundation of your campaign attribution and ROI reporting.

Tableau

Reporting - BI

Collect, combine and filter data to analzye business trends and performance.

Klipfolio

Reporting - Dashboards

Present operational data to the rest of your business for daily monitoring

On24

Webinar

Host webinars and provide a unique, interactive experience for attendees

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Optimize	Optimize	Engage	Engage

Knak

Email/Landing Page Creation

Create and manage emails and landing page templates, as well as custom emails for your content.

CloudWords

Translation

Automatically translate content and build new emails and landing pages for other languages.

Influitive

Customer Advocacy

Encourage customers to become brand advocates, becoming your best marketing ans sales people

Vidyard

Video Engagement

Track and measure video engagement.

Engage	Optimize	Engage	Engage

Uberflip

Content Engagement

Store, track and measure engagement of content

Informatica

Email Validation

Verify email addresses for authenticity.

Intercom

Website Chat/In App Messaging

Engage prospects and customers in live chat and provide tailored help articles based on their responses.

Uses Artificial Intelligence

Conversica

Sales Enablement

Lead prospects through artificial conversations that feel authentic.

Uses Artificial Intelligence

Optimize	Optimize	Engage	Engage

RingLead

Deduplication

Merge and eliminate duplicates for a 360* view of your customers and prospects.

FeedOtter

Blog

Send blog and RSS feed emails directly from your marketing automation software.

SnapApp

Interactive Content

Create engaging, interactive content to identify leads and drive growth.

PFL

Direct Mail Automation

Automate and personalize your direct mail programs with tangible, high-impact materials.

Optimize	Acquire	Optimize	Engage

InsideSales.com

Dialer

Provide prioratized call lists, one-click dialing, voice messaging and call routing.

Uses Artificial Intelligence

AdRoll

Advertising Platform

Place targeted ads and monitor performance across a range of devices, browsers and apps.

Litmus

Email Testing

Test email templates, links and deliverability in multiple clients and devices.

Allocadia (Qvidian)

Sales Enablement

Equip client-facing team members with the right information for the right customer at each stage of their engagement.

Report	Engage	Optimize

Allocadia

Financial Performance Management

Provide real-time processes, technologies and actions to help you plan marketing activites and evaluate results.

Rybbon

Gifting Automation

Send and track digital gifts to boost online, email and social media marketing campaigns.

Cvent

Event Management

Manage large-scale and complex events, conferences, meetings and travel.