

The Right Profile - The Right Decision

At a glance the most efficient way to see what your prospects are interested in mid-engagement.

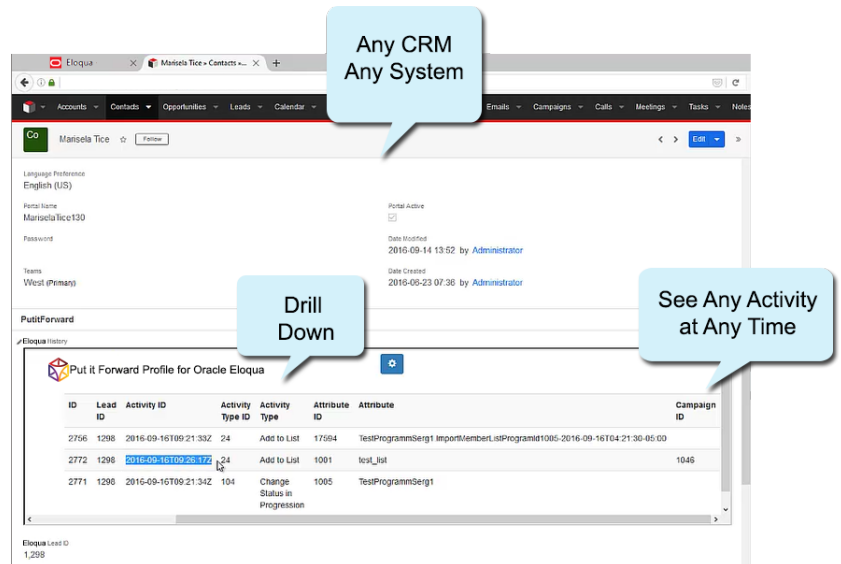
Put it Forward Profiler® gives the team fast access to their prospects online activities and behaviors right within their CRM system of choice.

Benefits:

- Optimize marketing and sales alignment
- Drive visibility into the marketing programs that generate prospect interest
- Increase sales productivity and access to key information
- Configure what data you want to and how you want to see it
- Work with any CRM or system of your choice
- Reduce vendor costs and let more people have access to key data

Key Features:

- At-a-glance prospect activity summaries
- Drill downs to expose detail on specific activities
- See activity across time - not just when a score is assigned
- Configure what you want to see
- Customize the business criteria for data scoring
- Get a complete 360 degree view of the customer and how they interact with you
- Zero touch integration between systems
- Phase 1 deployment option before true integration



Any CRM Any System

Drill Down

See Any Activity at Any Time

ID	Lead	Activity ID	Activity Type	Activity Type ID	Attribute ID	Attribute	Campaign ID
2756	1298	2016-09-16109-21-33Z	24	Add to List	17594	TestProgramSeri1 ImportMemberListProgram1005-2016-09-16104-21-30-05-00	
2772	1298	2016-09-16109-20-17Z	24	Add to List	1001	test_list	1046
2771	1298	2016-09-16109-21-34Z	104	Change Status in Progression	1005	TestProgramSeri1	

Overview: Put it Forward Profiler®

Put it Forward Profiler® allows the crm user or person in the field to interpret prospect needs without sorting through lines of data.

This easy to use tool lives right inside the CRM account and contact record. It is completely configurable and data driven letting you not only choose the data displayed but also to apply business rules to that data.

With Put it Forward Profiler® you are able to see campaign activity across multiple accounts, drill down to the specific contact to view the corresponding activities, score the quality of the lead, content viewed, campaign type and so on.

Designed for the marketing analyst, evangelist or operations specialist, Put it Forward's® "No Code" graphical experience accelerates and simplifies the ability to work with data.

Pre-Built Connections from Put it Forward® enable Oracle Marketing Cloud users to rapidly connect to other systems such as Adobe®, Salesforce®, SAP®, Microsoft Dynamics®, Netsuite® and many more. Helping improve operations, increase data quality and minimize IT costs while enabling their goal of having a deeper more meaningful customer experience.

Get Started Today
www.putitforward.com/omc



Put it Forward
Constant Data



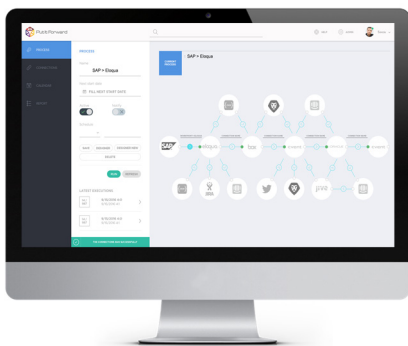
Put it Forward® Profiler® for

ORACLE®
MARKETING
CLOUD

Point, Click, Done - Put it Forward Profiler® Data Integrated with Oracle® Marketing Cloud

Shortcuts to working with your data: if you want to do a data load, synchronize across systems, export, add data quality checks or activity govern your data there are three easy steps to start with.

1. **Point the pre-built connectors** from Put it Forward® or use your own connector to automatically integrate the source and destination.
2. **Click on the data services** or add any business rules, transformations to the integration.
3. **Get the data flowing** between the source and destination by selecting the integration interval and activating it.



Tech Specs

Operating Systems: Put it Forward® is cloud based and is independent of operating systems.

App Server: Put it Forward® is cloud based and does not require an app server to run

Dev Tools: Put it Forward® has a rich integrated cloud based development environment which does not require installation.

Transports: HTTP/S, Web Services (SOAP, REST), ODBC, JDBC, FTP, SFTP, SS, File Sharing, Email (SMTP/POP3), Message based, Amazon SQS, JMS, MQ, WSDL ... and more.

Data Formats: XML, HTML/XHTML, JSON, CSV, EDI, text (flat and hierarchical), Unstructured (PDF, Spreadsheets)

Key Deployment Benefits

- Built for the cloud - Put it Forward® is a purpose built pure cloud based data service tool. No open source, no fat clients, no legacy
- Pure cloud based – on premise to cloud integration with no installation for you to deploy and manage
- Best Price - On demand per connection pricing and low maintenance costs
- Complete suite of out of the box connectors plus data services
- Superior support model – dedicated resources for each of our customers

Tech Features

- **Multi-frequency Integration:** real time, just in time or in batch cycles
- **Great for data loading** and long running processes like customer research to inquiry
- **Integrated data quality** and management
- **Stay synchronized** with other organization units, legacy systems, other cloud offerings or on-premise applications
- **More Connectors** to marketing automation, financials or other contacts and order/invoice systems
- **Pure cloud based** - no installation of hardware or software for you to deploy and manage
- **On demand per connection pricing** and low maintenance costs
- **Supported Trials**



Put it Forward
Constant Data