

# Salesforce Group Edition Featuring Google AdWords



### Key Features of Group Edition

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

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

—Vice President,  
Demand Generation  
and Services  
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.

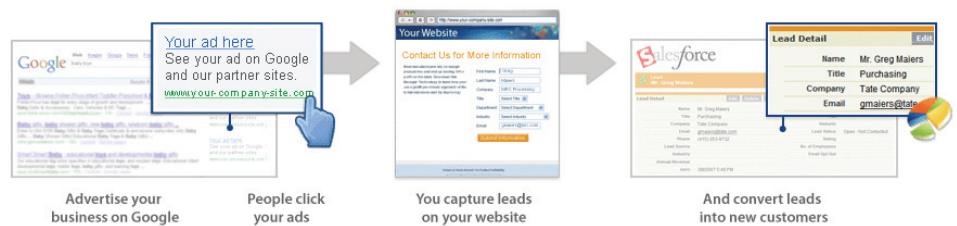
### Cost-Effective

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 £12 per 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.

### Acquire new customers with Salesforce and Google AdWords™



### Salesforce Group Edition Featuring Google AdWords

5-User Workgroup	Price (£)
Free 7-day trial	✓
Free upgrades	✓
Customer support	✓
Promotional price	£720/year

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

— Director of Marketing  
TFC, Inc.

**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 0800 092 1223

**For More Information**

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

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