

To be effective, marketers need visibility into sales rep activity

In this digital age, the distinct lines that once separated sales from marketing are blurring. CMOs are under increasing pressure to link their efforts to the forecast and the bottom line, and CROs want to understand how marketing teams contribute to the overall pipeline.

Today's marketers need visibility into sales rep activity to better gauge campaign performance. Only with access to complete and accurate contact data can they track, optimize, and scale their efforts to better support sales and better collaborate across the revenue funnel.

Unfortunately, while sales reps engage in a ton of selling activity on a daily basis, only a small fraction of what they do actually gets recorded in CRM. Fun fact: On average, **50-70 percent** of the people with whom sales reps meet don't even exist as contacts in CRM.

Without this key data marketers can't:



Nurture contacts they don't know about to help progress deals



Associate contacts to closed deals for revenue attribution



Accurately measure campaign ROI

Contact Sync captures every contact sales engages with, automatically

Clari Contact Sync automatically captures meeting attendee data from your sales reps' calendars, and uses it to create new contacts and associate both new and existing contacts with the right opportunities.

Clari intelligently determines which account and opportunities a contact should be associated with, checks for existing contacts to avoid duplicates, and syncs updates — all without any manual work on the sales rep's part.

Drive better sales and marketing alignment

Clari gives marketing visibility into sales activity and improves contact data so they can understand campaign influence and identify where they need to focus to support sales efforts.



Accelerate deals in flight

When marketing gets access to all the contacts sales are engaged with, they can design targeted nurturing campaigns to help sales progress deals and close business faster.



Track marketing attribution

When contacts are associated with the right opportunities, marketing can more effectively assess which campaigns influenced won deals and what programs are moving the needle.



Understand campaign ROI

With reliable contact data and attribution, marketing can better calculate campaign ROI to help justify and secure program spend.

Give your marketing team the data it needs while saving sales a whole bunch of time

Clari Contact Sync improves the way sales and marketing teams align to achieve revenue goals and increase forecast accuracy. It gives marketing visibility into what programs are working and where they need to invest campaign dollars to support the sales effort.



[Request a demo](#)

See how you can instantly improve your contact database without asking your reps to do any manual work.



"The beauty of Clari Contact Sync is that it gives me the peace of mind that contacts involved in deals are being added to accounts and opportunities correctly. This eliminates human error, creating accuracy in our deal cycles and marketing attribution. Finally, a reporting solution that brings Sales and Marketing together in harmony."

Erroin Martin, Vice President Sales, Conversica



For additional information, visit us at [Clari.com](https://clari.com) or call **(650) 265-2111**.

The most successful sales teams use Clari's AI platform to drive forecast accuracy and show their sales teams where to focus to close more business, faster.