
ACTIVEINTELLIGENCE: INTENT DATA

- Identify anonymous contacts & accounts visiting your website
- Identify prospects reading your content or ads in niche publications
- Follow leads from the publication's site to your own
- Identify leads & monitor intent from email
- Pinpoint high-intent leads with account- & contact-level intent signals
- Firmographic enrichment for identified leads
- Intent-based & firmographic scoring
- Activity surge notifications
- Account- & contact-level activity history
- Auto-alert when prospects hit goal pages
- AI-powered intent engine to identify interest based on topic, keyword, or URL
- Daily visitor report emails
- Google Ads tracking & ID
- Target account monitoring & alerts

ACTIVEINTELLIGENCE: AI FEATURES

- AI-behavioural summaries & outreach suggestions
- AI email creation from activity & company data
- Auto-disqualification of unqualified visitors
- Auto-tag accounts/contacts that fit your ideal customer profile
- AI-opportunity identification to find new deals
- AI intent engine to identify interest in topics/keywords
- AI-generated insights into energy project opportunities (See *Energy Project Insights*)
- Copilot to guide you through optimal next actions

ADCONNECT: INTENT-DRIVEN ADVERTISING

- Place your ads and content in industry publications
- Identify prospects reading your content or ads in publications
- Follow leads from the publication to your own site for long-term attribution and opportunity identification
- Automated follow-up campaigns
- ROI and attribution reports
- Lead scoring and prioritization based on intent signals

ENERGYIQ: ENERGY PROJECT INSIGHTS

- Daily notifications on oilfield operations and project updates
- Browse project updates from pre-spud to facilities construction
- Quickly view past contacts and identify existing relationships
- Target and track specific accounts for new projects and changes

SALES STATION: SALES & DEAL MANAGEMENT

- Sales Station Dashboard for a quick overview of accounts, deals & activities
- Built-In CRM & sales management for lead assignment & deal organization
- Sales Pipeline For deal management, forecasting & overview
- AI-optimized lead scoring
- Auto assignment & tagging

FEATURES



- Daily visitor report emails
- Sales funnel statistics & reporting
- Notifications when high-potential leads are identified that match your ICP
- Activity/task tracking and reminders
- Custom tagging for lead organization
- Pending follow-up leads report
- Account activity surge report
- Reseller, distributor, and sales rep user types with restricted views
- Sales rep activity reporting
- Automated follow-up based on behaviour and firmographics
- Outlook & Gmail tracking with automatic activity logging
- Proposal & document tracking

MARKETING STATION: REPORTING & AUTOMATION

- Custom workflows and automations
- Form & email automation
- Website analytics & reports
- Marketing campaign attribution & reporting
- Dashboards for quick assessment of what's working
- Campaign & UTM creator
- Auto-UTM detection
- Trade show campaign management
- Notifications when visitors hit goal pages or are showing high intent
- Custom tag creation and auto-tagging
- Behaviour-based & time-based automations
- Advanced AI-driven lead scoring
- Google Ads integration
- Custom automation rules with rollback recovery

MARKETING STATION: EMAIL

- Drag & drop email designer to easily create beautiful emails
- Mobile-responsive templates
- After-click tracking
- Drip campaigns
- Personalization
- Dynamic mailing lists
- HTML import available for custom templates
- Plain-text emails
- Attachment tracking
- Gmail & outlook plug-in
- Trade show nurturing and pre-show emails
- Mass marketing campaigns
- Subscription management
- Unsubscribe confirmations
- Email bot filtering

MARKETING STATION: FORMS

- Drag & drop form builder
- Dynamic forms for easy field changes and updates
- CSS customizable
- Custom fields & call-to-actions
- Intelligent auto-complete & personalization
- Double opt-in (on request)
- Form-based automations & auto-responders
- One-time forms for gated content access (*fill in once to access everything*)
- Form analytics & email notifications
- Google reCAPTCHA
- Third-party form tracking supported

MARKETING STATION: LANDING PAGES

- Drag & Drop Designer
 - Responsive Templates
 - HTML-Editable
 - Integrated Forms
 - Direct Publishing
 - Page Analytics
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INTEGRATIONS

- Zapier (Connecting To Hundreds Of Platforms)
- Salesforce, Hubspot, Pipedrive, and other CRMs
- Google Ads
- WordPress Plug-Ins For Forms, Easy Install and Product Catalogs
- Options Available For Custom Integrations