

# CampaignFlow changes everything

Run your campaigns in real-time with automated updates.

## Struggling to keep your Salesforce campaigns current?

**CampaignFlow replaces the manual process of running reports for campaign management.**

Salesforce is a 24x7 business tool built around four core objects: opportunities, contacts, leads and campaigns. **CampaignFlow, by Predictive Response**, interacts with all of them. You never know when someone in your organization will update a record from their desktop or Salesforce1 device, so CampaignFlow keeps an eye on your data and keeps your campaigns up to date.



### CampaignFlow updates members in real-time CampaignFlow goes to work as soon as a record is created or edited.

With CampaignFlow, your staff can stay focused on engaging with the people that matter to your organization. When a change to a lead, contact or opportunity is made, no matter the time of day, CampaignFlow handles the management of all related campaign memberships. The “Run Now” feature even allows you to populate and mass update your campaigns.



### Set a Schedule for date-based campaigns Use CampaignFlow to populate the right campaign at the right time.

When a campaign (like a 90-day renewal outreach) is date dependent you can schedule CampaignFlow to monitor your contacts and leads. Ever-changing date and formula fields can drive campaign membership. Every morning your scheduled flows will go to work and make sure you never miss an important day in the life cycle of your engagements.

**Updating campaign memberships is the full-time and real-time job of CampaignFlow automation. Your staff will spend more time with your prospects and moving your campaign objectives forward.**

## CampaignFlow: What a System Admin needs to know

**A native Salesforce application that provides org wide campaign automation.**

CampaignFlow is attached to campaigns and can be used to populate a campaign's membership and continually maintain it. Anytime a lead or contact meets a flow criteria, their campaign membership is created or updated. Built for Salesforce1 and desktop users, CampaignFlow greatly reduces the time it takes for sales, marketing and communications teams to manage their campaigns.

- CampaignFlow is accessed as a native related list on the Salesforce Campaign object.
- Anytime a lead or contact meets a flow criteria, their campaign membership is automatically created or updated.
- Users can add multiple flows to manage campaign memberships.
- Enabled for Salesforce1, CampaignFlow allows the marketing, sales and communications teams to create flows, launch and manage campaigns on the go.
- CampaignFlow is the only way a Salesforce1 user can update campaign memberships.
- Replaces the need to generate reports for campaign management.
- Date fields (like birthdays or expiration dates) can be used to trigger a flow.
- All Salesforce users will benefit from site-wide automation.
- A flow can activate an InstantSend email using Salesforce mass email.
- A flow can be activated when a contact is associated with an opportunity update.
- Pricing is scaled based on the total number of Salesforce licenses in your environment. *Nonprofits receive a 50% discount.*
- **Install from the AppExchange to enjoy a free 30-day trial.** Automate your Salesforce.



**Predictive Response**  
sales@predictiveresponse.com  
1.408.827.4316