

# Evaluation Motor™

## WHAT'S UNDER THE HOOD?

The Evaluation Motor™ is made up of four components that when leveraged together, become your marketing automation engine. Your engine will drive marketing initiatives through planning, execution, management and iteration. This evaluation will determine the options your team has based on your propensity for automation and how powerful of a platform you need to drive the results you are looking for.

### Vision

What do you see for the future of your company? Leadous can help you determine where you want to be and exactly what will drive you there.

- Trends
- Goals
- Roadmap

### Features

What features do you need to execute on your strategy? We'll help identify the components to take your goal to the next level.

- Attribution
- A/B testing
- ABM
- Reporting & analytics
- Email & campaign Management
- Lead management
- Scoring
- Personalization
- and more...

### Strategy

Does your marketing team have a strategy in place? What is success for your company and how are you going to achieve it? An automation platform is a key piece in reaching your goals.

- B2B or B2C
- New Markets
- Planning & Management
- Channel Marketing

### Resources

Resources are a necessity to drive forth the plan and vision of a company. For a marketing plan to be successful it has to have the tools in place to support it.

- Marketing team
- Accessory applications
- Budget
- Content portfolio
- Lists/database



## Evaluation Process Checklist

**Define initiative:** What can an automation platform do for your company?

**Requirements:** What features are important that support your plan?

**Alignment:** How does this align with your existing plans, team, and technology?

**Demo:** Experience your options. See the features you need in action.

**Select:** Leadous guides you to choose the best platform taking into consideration license fees and services.

**Plan:** Develop implementation and onboarding schedule.

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