

# Feature Guide

Drive more leads | Convert leads to sales | Optimize your entire funnel

Here's a sample of what's offered:



## Automated Email Marketing

Trigger personalized emails based on leads' actions and interests.



## Buyer Personas

Build personas to segment your leads and deliver ultra-personalized content.



## Custom Reports & Cloud Dashboards

Drag, drop, and display the metrics that matter most so results are always top of mind.



## Sales Optimizer

Control the quality and cadence of all sales communication with powerful sales automation features.



## Video Calls with Screen Sharing

Simplify remote sales and collaboration with one-click in-app video calling.



## Mail Sync

See every 1:1 email sent to leads from individual synced mailboxes right in your CRM.



## Dynamic Lists/Segmentation

Automatically update lists as contacts meet certain criteria.



## Lead Scoring

Identify hot prospects and reach out to sales-ready leads.



## Opportunities & Pipeline Management

Create custom deal stages and track the progress of every opportunity in your pipeline.



## Dynamic Emails & Landing Pages

Convert more leads with content that automatically caters messaging and imagery to every visitor.



## Chatbots with Live Chat

Engage, nurture, and drive 24/7 conversions from your website with context-aware chatbots.



## Blogging with RSS Integration

Attract search engines with valuable content. Manage, publish and distribute posts with ease.



## Campaign Tracking

View end-to-end conversion cost vs. revenue to measure true ROI.



## Contact Manager / CRM

Easily manage leads, contacts and customers with robust records, including a complete timeline of engagement.



## Cross-Platform Ad Retargeting

Drive demand with retargeting and lookalike audiences — powered by SharpSpring's Perfect Audience solution.



## Forms

Capture more leads and progressively profile prospects with code-free forms.



## Sales Dialer

Simplify outreach with integrated dialing, call recording, and auto-transcription.



## Media Center

Manage, share, and track engagement for your marketing and sales assets in one place.



## Behavior Tracking

Automatically track every lead interaction, from first site visit to final sale.



## Sales Notifications

Text or email the sales team when leads are ready to buy.



## Visual Workflow Builder

Visualize the buyer's journey, and build automations to move leads down the funnel.



## Meetings

Eliminate "What time works best for you?" conversations with integrated scheduling.



## SharpSpring Social

Leverage integrated social posting and listening to engage your audience, track your competition, and trigger automation.



## Shopping Cart

Automatically record online transactions and attribute those sales for end-to-end ROI on your eCommerce marketing.