



cityHUNT leverages CloudAmp to make better decisions on marketing channels

CHALLENGE

cityHUNT could not connect marketing spend data with sales closing.

They lacked real time insights into keyword and ad trends that were driving leads, and the ability to make data-driven decisions based on offline conversions in Salesforce.

SOLUTION

The marketing team can now easily blend offline sales data and lead attribution data from online advertising, using CloudAmp to connect Salesforce back to Google.

cityHUNT can see what is driving their largest deals, as well as the health of their entire funnel in dashboards, and optimize ROI.

Being able to make informed decisions on marketing channels is helping cityHUNT reach more people!



Sales



Marketing



Platform



Partners



AppExchange

