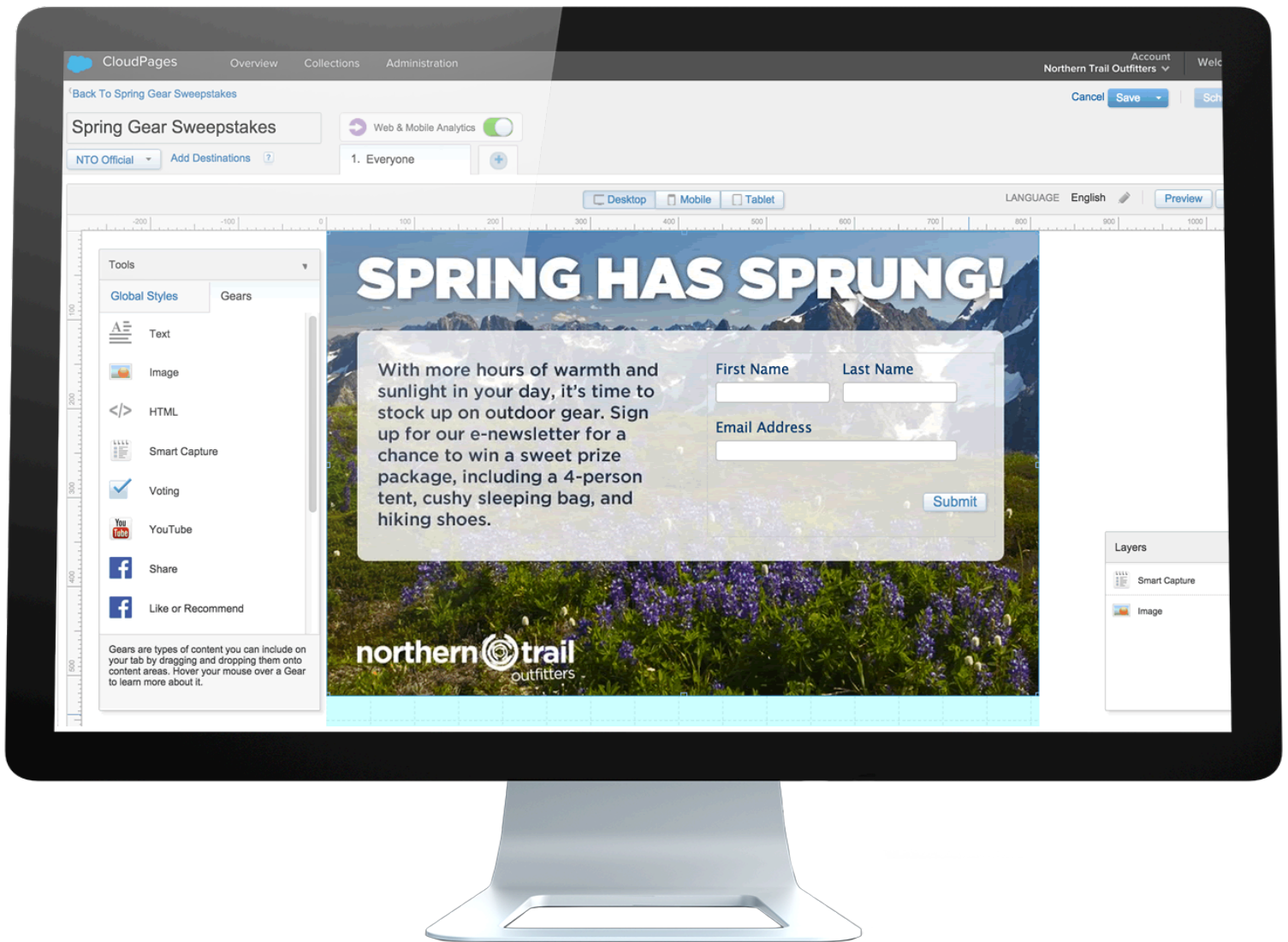


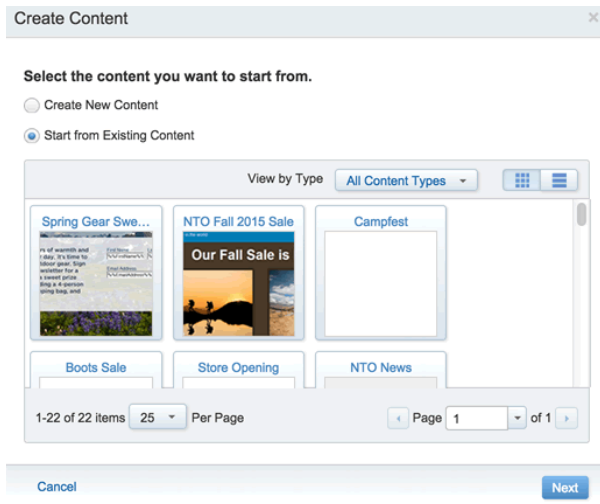
CloudPages

Facebook Tab Publishing and More

CloudPages is an application from the Salesforce Marketing Cloud that makes managing content for web and apps easy. Create Facebook tabs, landing pages hosted by the Marketing Cloud or directed towards your private domain, microsites, and MobilePush pages – wherever your audience may be.

CloudPages offers all of the benefits of ProfileBuddy within a more streamlined, user friendly process. Desktop designs can be reused for mobile, contests are easily managed, and different phases of campaigns can be scheduled out well in advance.



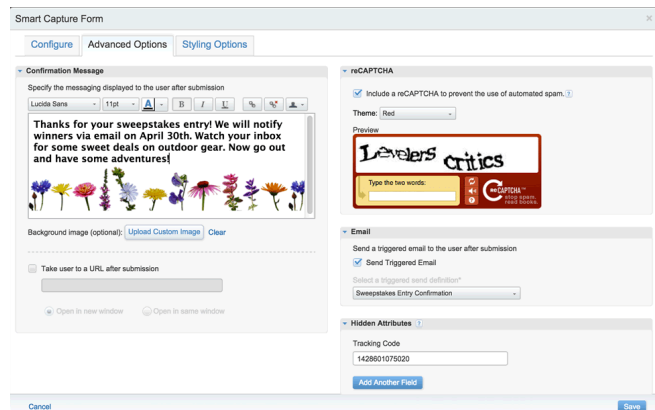


No Coding Necessary

The easy to use content editor means no technical background is required! A true drag and drop editing experience allows repositioning and resizing of content with your cursor. “Gears” are CloudPages version of “Sapplets” and are available for everything from selecting images to creating polls and encouraging Facebook comments. Build engaging content targeted for different devices or by consumers of varying ages, in multiple countries, who speak different languages. Advanced user with development skills? No problem – access to apply custom CSS, HTML, and JavaScript is readily available.

Contact Acquisition + CRM

Quickly build Smart Capture forms to acquire and engage customers through sweepstakes, promotions, and other lead generation tactics. Collect data directly into the Salesforce Marketing Cloud where it becomes actionable. Trigger real-time email responses to customers on form submission. Filter them into custom journeys. Send a mobile message – the possibilities are endless!



Reuse versus Rebuild

Create content once, then tailor it for responsive viewing on mobile and tablet devices - no need to start from scratch. Reuse a tab for a landing page. Have a mobile app? Push the same rich content via an alert from your app with Rich Push. Operating with multiple business units or franchises? It's easy to establish a presence for each of these locations. Create once and publish identical versions to unlimited destinations. Or treat it like a template – modify an image or address then publish to 10 or 20 fan pages simultaneously.

Available Now. And Coming Soon

CloudPages is Generally available (GA) product with all the functionality described above. Select ProfileBuddy functionality may not be addressed yet but CloudPages has an active product roadmap of enhancements and innovation. Stay tuned for product updates including limited form submissions, user generated content, RSS feeds, navigation elements, and more.

Interested in trying CloudPages? [Contact your Sales Associate today!](#)