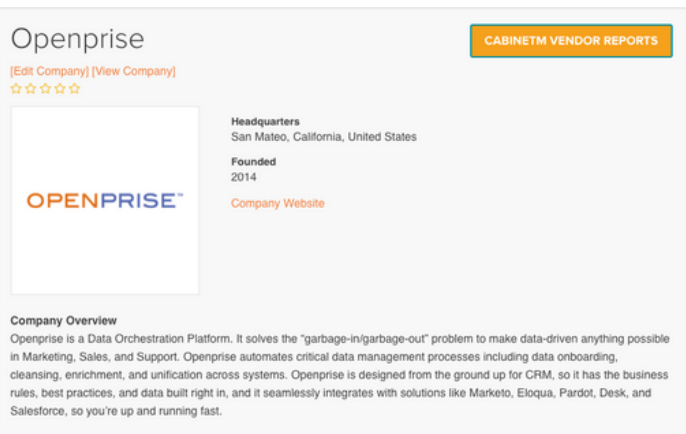
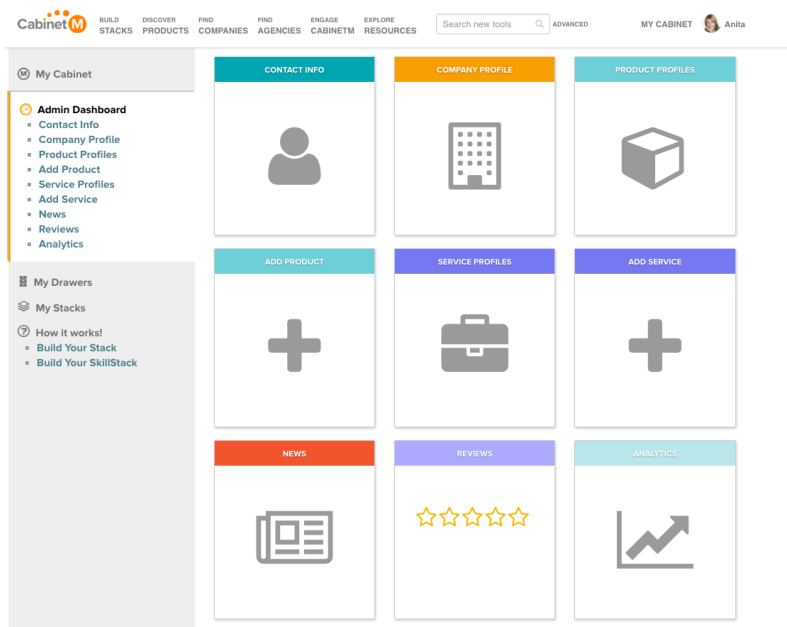


Building Your Product Profile

Getting Started

After you register on CabinetM, you can claim or create your company profile, and then come back at your convenience to build out your product profiles or edit the information in your company profile.

Use your Admin Dashboard to manage the information you showcase on CabinetM and to send us your product and company news.



Company Profile

It takes just a few minutes to enter the basic information needed to create a company profile.

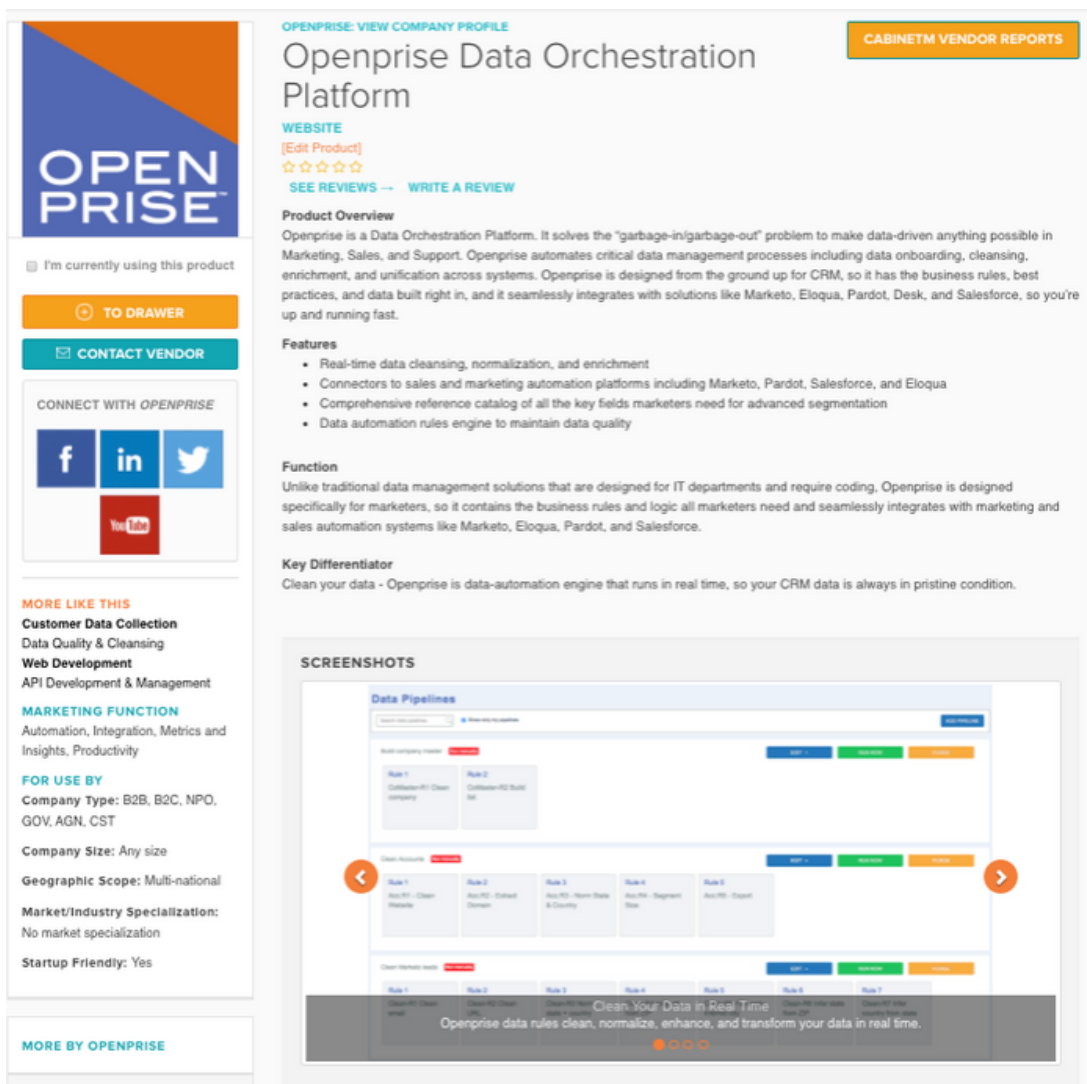
- Company Name
- Logo (upload a jpg, png, gif - minimum 230 pixels)
- Website URL
- "Contact Me" information (provide an email address or a URL for your desired landing page)
- Headquarters address
- Year founded
- Company overview (what your company does, and your company's mission)
- Social links (Twitter, LinkedIn, Facebook, etc.)
- Product Names (CabinetM automatically creates a blank product profile for each product name)

Product Profile

Use your dashboard to create a profile for each of your products. Save your work as a draft until you are ready to publish. Once published, come back often to update and refresh.

In thinking about your profile, put yourself in your prospect's place and try to imagine what information they are looking for to assess whether you are a potential fit for their application.

Be clear and concise and avoid marketing jargon.



OPENPRISE: VIEW COMPANY PROFILE

Openprise Data Orchestration Platform

WEBSITE
[\[Edit Product\]](#)
 ☆☆☆☆☆
[SEE REVIEWS](#) → [WRITE A REVIEW](#)

Product Overview
 Openprise is a Data Orchestration Platform. It solves the "garbage-in/garbage-out" problem to make data-driven anything possible in Marketing, Sales, and Support. Openprise automates critical data management processes including data onboarding, cleansing, enrichment, and unification across systems. Openprise is designed from the ground up for CRM, so it has the business rules, best practices, and data built right in, and it seamlessly integrates with solutions like Marketo, Eloqua, Pardot, Desk, and Salesforce, so you're up and running fast.

Features

- Real-time data cleansing, normalization, and enrichment
- Connectors to sales and marketing automation platforms including Marketo, Pardot, Salesforce, and Eloqua
- Comprehensive reference catalog of all the key fields marketers need for advanced segmentation
- Data automation rules engine to maintain data quality

Function
 Unlike traditional data management solutions that are designed for IT departments and require coding, Openprise is designed specifically for marketers, so it contains the business rules and logic all marketers need and seamlessly integrates with marketing and sales automation systems like Marketo, Eloqua, Pardot, and Salesforce.

Key Differentiator
 Clean your data - Openprise is data-automation engine that runs in real time, so your CRM data is always in pristine condition.

SCREENSHOTS

Data Pipelines

Clean Your Data in Real Time
 Openprise data rules clean, normalize, enhance, and transform your data in real time.

1. Product Overview

- **Product name**
- **URL** for additional product information
- **Product logo** (use your company logo if there isn't a separate product logo)
- **Product overview** - Provide a summary: what is the product, what does it do, who would use the product, and what is the benefit of using the product?
- Select the **categories** and **sub-categories** that fit this product
(Note: select thoughtfully - you want to make sure you show up in the right places. Do not select every category in the hope that you appear in all search results because a) you will confuse your prospect and b) we will actively engage and eliminate some of your category selections. If we don't have the category that best represents your product, please contact Erica Ross at eross@cabinetm.com and we'll do our best to accommodate your request)
- **Key features** - List the most important features of your product and their associated benefit
- Identify the **reasons to use your product** - What is your over-arching value proposition? What is the one thing that this product does better than any other product? What is the **key differentiator** of this product?
- **Contact me** button - Activate the contact me button by including an email or landing page that prospects can access to obtain additional information or sign up for a demo.
(Note: we do not charge for leads and hope that prospects reach out!)

2. Target Customer

- What type of business is likely to use this product? Select all that apply
- What size of business is likely to use this product? Select all that apply
- Is your product suitable for all industries or one specific industry? If one specific industry, please specify.
- Is this product suitable for use by a startup? Consider pricing, training, and time commitment
- If possible, share some customer names as reference points.

3. Where do you Stack Up?

Marketing tools rarely exist in isolation in today's marketing stacks. Take the time to identify:

- Which tools you integrate with (native, API, or custom integrations)
- Which tools or tool categories are complementary to yours
- If you have any formal partnership agreements with other tool vendors or agencies

4. The Nitty Gritty

Performance

- How should a customer think about assessing the performance of your product?
- Performance benchmarks - What should a customer expect to achieve by using your product? Be as specific and qualitative as possible

Pricing

- How is your pricing structured?
- Do you offer a free trial? If yes, do you require a credit card to initiate a free trial? How long is your free trial and does the customer automatically roll over into a subscription at the end of the trial? If a prospect is interested in a free trial, list the URL that will lead them to a sign-up page
- What is the average customer spend (monthly or annually)? Providing a range and some level of qualification is fine
- Provide a link to your pricing information

Installation

- What is involved in installing your product?
- What technical expertise is required?
- How long does it generally take to install your product?

GDPR Compliance

- What does a customer need to know about how you manage GDPR compliance?
- Provide a link to any security/privacy/regulatory compliance document you have.

5. Training and Support

- Do you offer training? Is it free or paid? Online or offline? Self or instructor taught?
- Do you offer customer support? What type? Do you offer a certification program? If yes, provide an link.

6. Some Great Add-Ons that are FREE

- Make your profile stand out with **screen shots**, graphics or snapshots of analyst endorsements
- Send us your **company and product news** right from your admin dashboard. Uploading your news via your admin dashboard will attach your latest news to your company profile AND make it easy for us to pick it up for distribution in our weekly newsletter

Want more?

Contact eross@cabinetm.com to upgrade to a premium profile (USD \$750 per year) to add:

- Promotional Offers (Note: CabinetM is happy to showcase one promotional offer per quarter in our weekly newsletter for premium profile subscribers)
- Whitepapers
- Video
- Case studies
- Presentations
- Infographics

Beyond the Profile

To learn more about the ways CabinetM can showcase your company and products, contact Erica Ross (eross@cabinetm.com)

About CabinetM

CabinetM helps modern marketing teams map their technology strategy, find the tools they need and manage the technology they have. The CabinetM platform enables full lifecycle support around digital tool strategy, discovery, qualification, implementation and management, providing critical visibility to support a coordinated, cost effective and efficient technology plan. The company has built the industry's most comprehensive database of over 14,000 marketing and marketing -related tools, and currently has the largest set of marketing stack data as a result of hundreds of marketing stacks built on the platform. For additional information: www.cabinetm.com; [@cabinetm1](https://twitter.com/cabinetm1)