

## GLOGOU

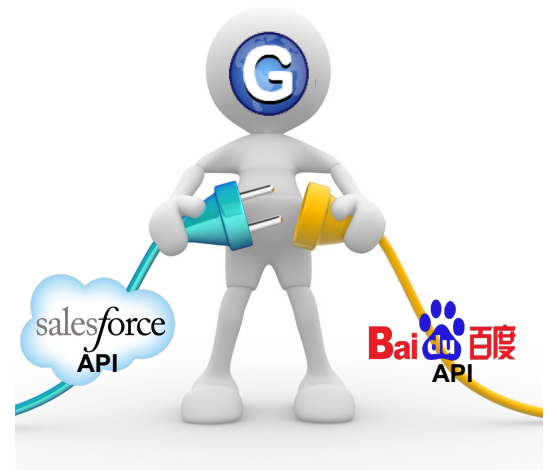
### *Magic Happens When Salesforce Integrates with the Baidu Ad Platform*

Baidu, the most successful Chinese search engine, dominates the online search market in China. It has over half a billion internet users and works in partnership with 600,000 prominent websites for ads network promotion.

If you use Google, you may already be familiar with apps connecting Google and Salesforce which provide feedback about the connection between Adwords and Sales. It is vital to have the right tool to bridge the gap between marketing and sales for your marketing campaigns on Baidu. Our job is to help you connect the Baidu ad platform with Salesforce.

#### Why Integrate:

- Determine where your leads originate
- Identify which keywords generate the most revenue
- Track your leads and opportunity records across all channels
- Keep track of prospective clients, partners, and customers
- Visualize and manage the sales process more easily
- Make smarter decisions for your next campaign



#### How to Integrate:

- Since we already have access to the Baidu ad platform, we can either generate a Baidu standards report or customize a report for your particular Baidu-based campaign
- We then feed this data into Salesforce using their API to track the activities of your potential customers
- We quickly discover which Adwords will generate the most clients
- Finally, we export the data from Salesforce back to Baidu Adwords API for further analysis, enabling us to recommend the best marketing plan for you

Glogou, Inc., is the only company that assists U.S. businesses navigate the complex and restrictive waters of China's highly profitable internet market.

