



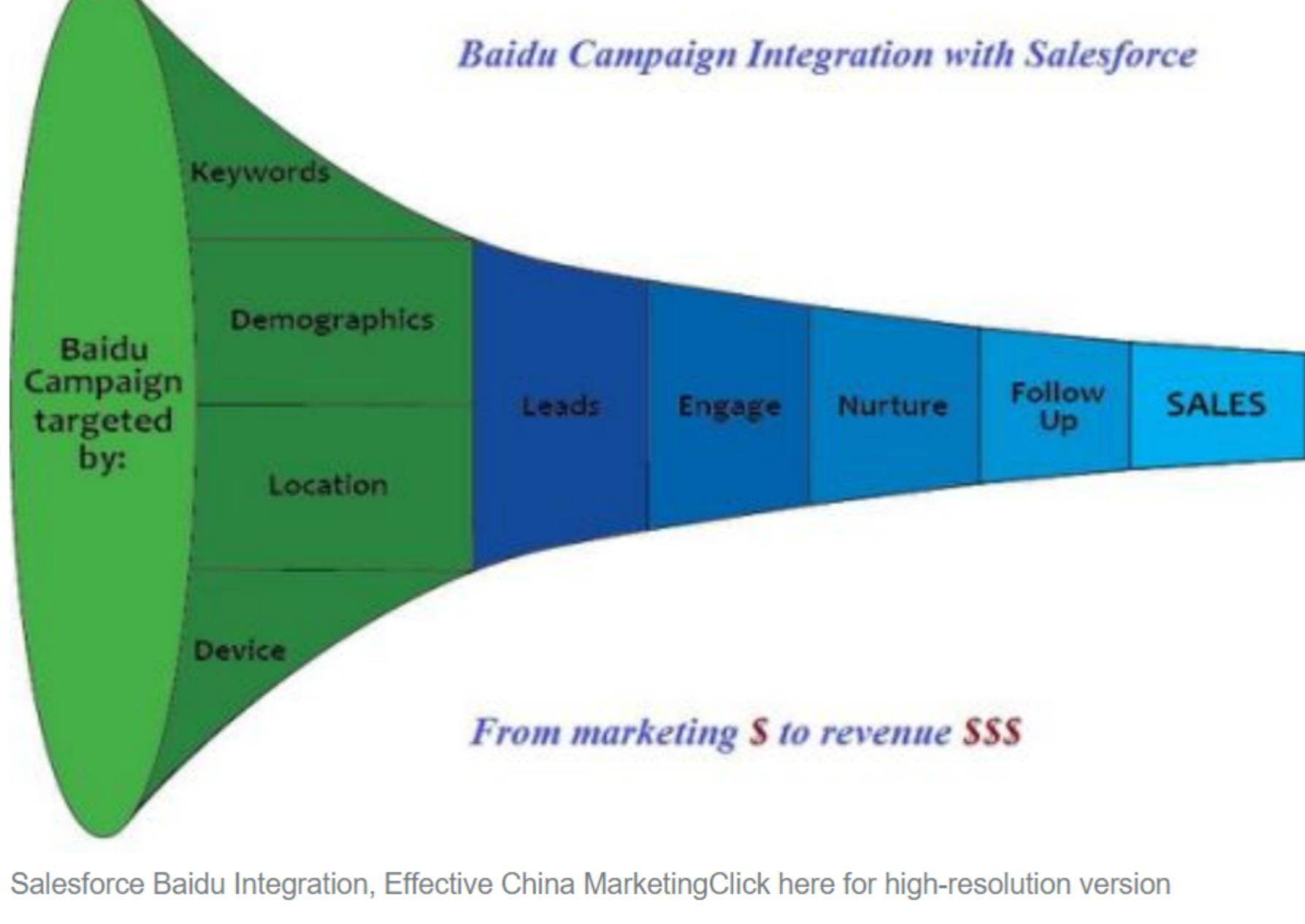
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## Glogou Launches Cloud Services to Integrate China Marketing Campaigns With Salesforce

Marketwired October 12, 2016



Salesforce Baidu Integration, Effective China Marketing Click here for high-resolution version

SANTA CLARA, CA--(Marketwired - October 12, 2016) - Glogou Inc., a Silicon Valley technology company that specializes in helping clients with marketing in Asia, announced the release of its Salesforce Baidu Integration App. (Demo website: <http://www.glogou.com/integrate-salesforce-with-baidu.html>), an easy-to-use cloud based service that enables businesses to manage their China marketing campaigns through Salesforce.

For companies that want to advertise in China, the app designed by Glogou integrates Baidu (China's most popular search engine) marketing campaigns with the Salesforce CRM. The app allows users to track how successful their campaigns are, reporting statistics related to lead generation, prospecting, and sales. The marketing campaign information is also synced with Salesforce, so users can track which Baidu campaigns resulted in the most leads and opportunities. The app will be available on Salesforce's AppExchange and will make it easy to promote company services on the Baidu platform and in China market.

Salesforce customers would be able to view Baidu campaign statistics by simply logging into Salesforce. It wouldn't be necessary to log on to Baidu, as this is problematic for those who are not literate in Chinese. Once logged on, users are able to see data pertaining to the campaign such as the number of leads and opportunities acquired as well as the bigger question -- how many sales were closed and how much revenue was generated with their Baidu campaign.

Measuring the ROI for China marketing is very difficult. With the Baidu campaign app, by connecting campaign data with sales revenue, users will be able to assess which campaigns were successful and which ones were not. They would be able to divert marketing efforts towards the optimized strategies ensuring that their campaigns would produce best results in a cost effective manner.

**About Glogou Inc:** Glogou Inc. is a Silicon Valley based technology marketing company. Glogou develops innovative digital marketing technologies. Glogou also provides complete digital, social media and mobile marketing services for their customers. Glogou's turnkey China marketing solutions will ease the pains, break all the barriers, and enable a business run successful Asian marketing campaign and to get more customers from China.

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[http://www.marketwire.com/library/MwGo/2016/10/6/11G117134/Images/salesforce\\_baidu\\_integration\\_flow-da8e12bde2f39065862739a891477de5.jpg](http://www.marketwire.com/library/MwGo/2016/10/6/11G117134/Images/salesforce_baidu_integration_flow-da8e12bde2f39065862739a891477de5.jpg)

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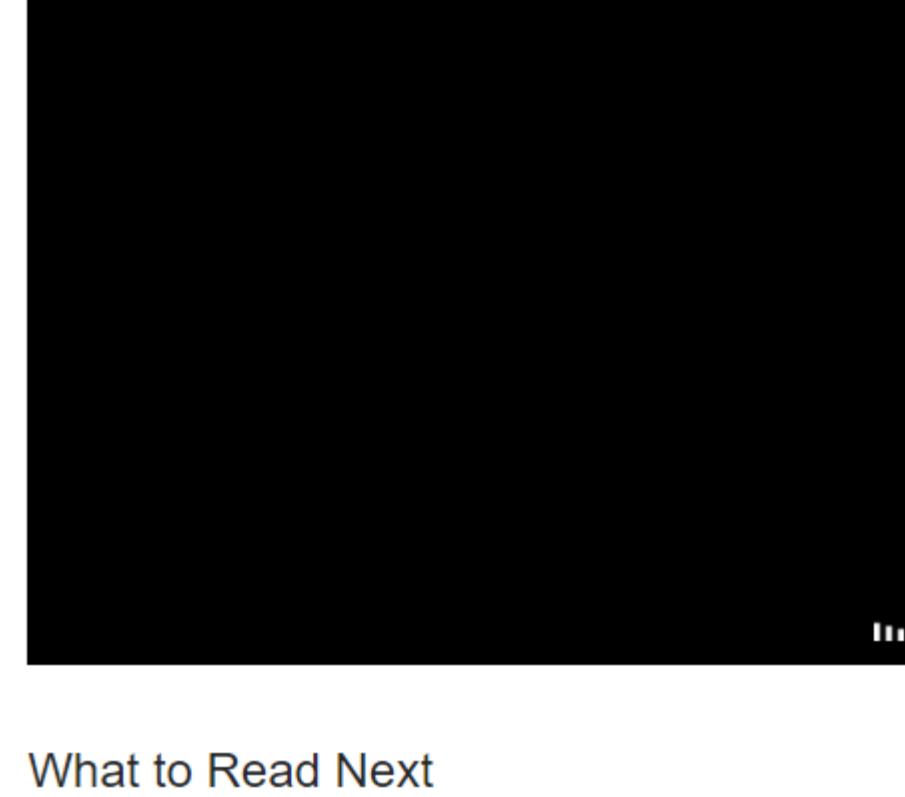
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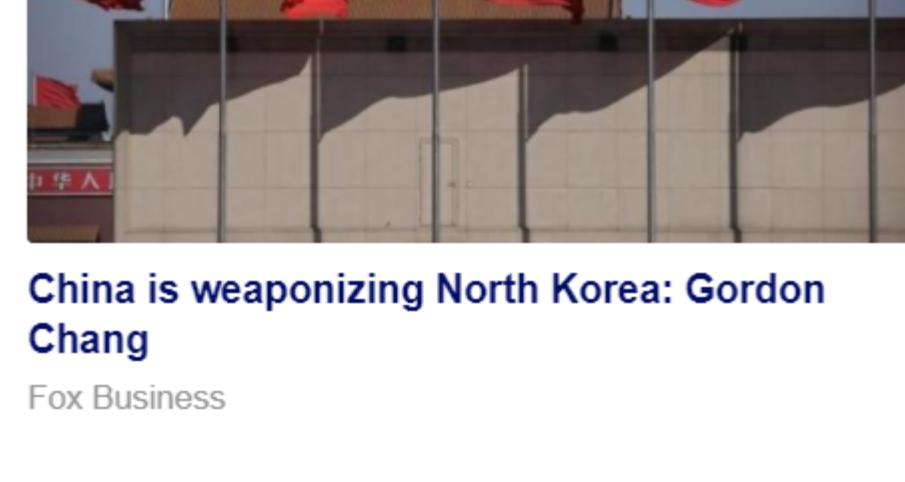
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