

On-Demand MarTech Services

The Support You Want, When You Need It

Daily management of marketing technology platforms can be overwhelming. Consider everything you have to do to keep things moving—system updates, program edits, getting campaigns out the door and so on. With every detail, you feel the heavy load and may think it's impossible to keep it all going. Our On-Demand MarTech Services (OMS) can help lighten your load, reduce your stress and let you get a better night's sleep.

OMS supplements you and your internal team's work, ensuring you have on-demand access to the support you need, when you need it. Whether you're looking for help with campaign execution and list management, reporting and analytics, CRM integration updates, lead scoring program edits, or even answers to general marketing technology questions, DemandGen has you covered with the right expertise at the right time.

DEDICATED SUPPORT SPECIALISTS

OMS is delivered by support specialists with years of experience in marketing automation and campaign management, providing the benefits of technical expertise and current best practice knowledge, all at your disposal. Our specialists are skilled in the marketing technology solutions you have in place, and will collaborate with you to provide the answers and help you need—whatever the issue.

THE RIGHT LEVEL OF SUPPORT

We offer a variety of subscription tiers to meet your specific needs and make it easy for you to submit requests. All support subscriptions include a dedicated OMS specialist who monitors your requests from start to finish. You can submit your support requests by email, phone or through our online ticketing portal. Once you submit a request, your dedicated specialist will ensure it's assigned to the best possible resource.

WHAT'S INCLUDED

We can provide support for a wide variety of technical issues related to your marketing technology implementations. Support typically falls under the following categories:

- **Technology Support.** Maintaining your marketing technology systems can be complex. From time to time you may need help with administration setup, third-party integration assistance, updating your lead scoring models, configuring forms and other technical tasks. With your subscription, your dedicated specialist is ready to answer your questions, assist with changes and help keep your systems updated and running smoothly.



Benefits:

- Augment your team with highly skilled technology experts, available on-demand
- Gain fast access to the resources you need to keep your marketing technology updated and working optimally
- Submit requests your way – using email, phone or a browser-based support ticketing portal

Learn more: Discover how DemandGen's On-Demand MarTech services can help you:

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- **Campaign Support.** Need to deploy a campaign, update a template or create a new form? Maybe you don't have time or you're having trouble figuring out the technical details. Your dedicated specialist can jump in and do the updates, develop new templates, help with campaign deployment and ensure your campaigns are executing as intended.
- **Best Practice Consulting.** Our OMS specialists can provide you with MarTech strategy guidance, process optimization recommendations, and options for reporting on marketing ROI.
- **Database Management.** Complexities of database management slowing you down? DemandGen has database experts who can help you with advanced functionality like custom object support and new data fields.
- **Reporting/Analytics.** We'll help you get the most out of your data by setting up standard or customized reporting and ensuring reports are delivered on time, to the right people.

LET'S GET STARTED

[Contact](#) a DemandGen Account Executive for more information or to set up an OMS subscription that meets your needs. You can also read more about our [On-Demand MarTech Services](#).



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