

# 2022 EDITION

# TOP 15 CLOUD CRM SOFTWARE REPORT

**Comparison of the Leading Cloud CRM Software Vendors** 

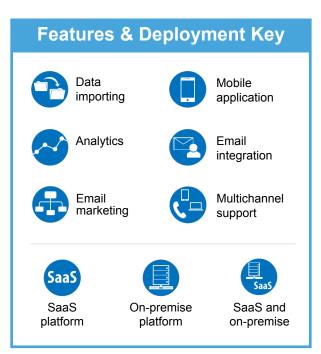
# **Overview of Cloud CRM Software Solutions**

A customer relationship management (CRM) solution is an incredibly efficient way for a business to effectively expand its client base and cultivate a stronger relationship with repeat customers. Unfortunately, for many businesses the costs associated with purchasing, installing and implementing a CRM system can greatly overshadow the benefits. Cloud CRM is a low-cost alternative that allows users to access their data remotely, which is stored on an off-premise server and hosted by a third party. Alternatively referred to as online or SaaS CRM, a hosted customer relationship management tool tends to be ideal for smaller and midsize businesses that seek client and lead management capabilities in a simplified pay-as-you-go pricing model.

When evaluating your CRM options, look for a product that organizes client information,

tracks data and analytics and automates regular interactions such as discount emails and marketing campaigns. Tools to manage your tasks, pipeline and calendar help ensure your team stays on task. The best modern cloud platforms also incorporate a social media component that allows employees to more easily initiate interactions and employ more effective branding techniques on social websites.

Browse our lineup of CRM systems at the forefront of the cloud delivery revolution in our Top 15 Cloud CRM Software Comparison report.



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## **Top 15 Cloud CRM Software Comparison**



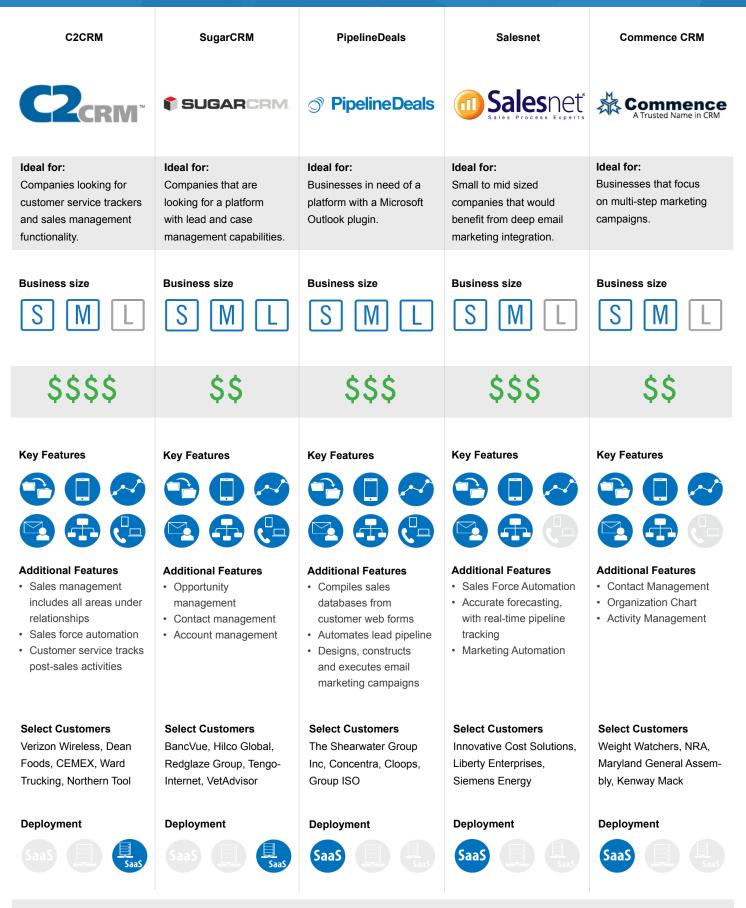
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