



This referral letter is my official commendation for NexGen Consultants, specifically Keith Watters and Maria Kelly, as Salesforce/Pardot consultants where they assisted us with our implementation of Pardot.

At Illustrative Mathematics, we are a nonprofit where we operate as a community of educators, dedicated to the learning of mathematics. We collaborate with our target audience by sharing carefully vetted resources for teachers and educational leaders to give children an understanding of mathematics and the skills in using it. Our goal is provide expert guidance to states and districts to improve mathematics education in their respective system.

Prior to our engagement with NexGen, we were utilizing MailChimp and experiencing challenges integrating our email marketing efforts with Salesforce. We felt it wasn't a 'true' integration and more of a data dump of information. More so, we had to engage developers and spent a lot of manual effort building reports and analyzing our efforts.

This was very cumbersome as we were using spreadsheets, MailChimp and Salesforce to accomplish one goal, a central view of our data. Also, it was a huge negative impact and really limiting our ability to be more efficient and it did not provide an easy way to customize how data is integrated or filtered back and forth.

Our team required a solution where we could integrate seamlessly with Salesforce, and our website, but also to send out newsletters or mass emails, develop landing pages easily and to automate manual processes as we continue to expand our outreach. The key objective for our team was to reduce manual effort, improve reporting capabilities and increase marketing efforts and communications.

NexGen has been an excellent partner leading us through our Pardot implementation to design Pardot for driving added value to our organization while also providing best practices throughout our project. Their experience to deploy a robust integration model, consultation and technical expertise, has given us the ability to be productive and efficient as we seek to obtain incremental revenue and grow our outreach efforts.

Their team was receptive, knowledgeable and pleasurable to partner with as we are pleased to have NexGen as our Salesforce and Pardot implementation partner. Please let this referral letter serve as a commendation for any nonprofit organization considering NexGen as a partner!

Sincerely,

A handwritten signature in black ink that reads 'Kari Fines'.

Kari Fines

Director of IT Operations

kfines@illustrativemathematics.org