

December 17, 2018

To Whom It May Concern:

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

The Independent Media Institute is a nonprofit that focuses on advocacy efforts around unfiltered and unbiased progressive news. Our organizational challenge prior to purchasing Pardot, and partnering with NexGen, was that our current marketing tool did not integrate effectively with Salesforce as we were producing duplicates and had limited capabilities around workflow or process automation.

This was limiting our ability to grow and provided no way to customize how data is integrated or filtered back into Salesforce. Additionally, the 'bad' or duplicate data was constantly placed in Salesforce, which limited the integrity of our reporting and analytics.

We were in need of a solution where we could integrate seamlessly with Salesforce, and our website, but also to send out mass emails, develop landing pages easily and to automate manual processes as we continue to grow. The overarching effort was to reduce manual effort, duplicate data, inaccuracies and errors while increasing our capabilities for marketing and outreach.

NexGen was extremely qualified, hardworking and methodical on gathering requirements while interpreting these requests to build an effective solution for our team. Above all else, they always provided best and practical applications through consultation and process review and their work for our organization was pivotal for future revenue generation and growth.

NexGen has been an excellent partner leading us through our implementation to design and configure Pardot to drive added value with our team and ensuring effectiveness along the way. Their expertise to deploy an efficient data model, best practices 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 responsive, experienced and enjoyable to work with, and we enjoyed having NexGen as our Salesforce and Pardot implementation partner. Please let this referral letter serve as an endorsement for any nonprofit organization considering NexGen as a partner!

Sincerely,

A handwritten signature in black ink that reads "Elizabeth Carena". The signature is written in a cursive, flowing style.

Elizabeth Carena
Development Manager
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