



# eMarketing Campaign Manager for Microsoft CRM

Configure and execute bulk HTML email marketing campaigns directly from your Microsoft CRM system with full reporting and activity tracking.

## Enables a faster response by your sales team

The software supports eMarketing response tracking and will create direct follow-up activities for each salesperson, it is the fastest way to generate new leads and place them directly in the task lists of your team.

## Helps you Implement Data Protection Act

The eMarketing Manager takes full account of a contacts DPA (do not email) preferences and will automatically handle unsubscribe requests saving you time and keeping a record of the source of a change in emailing preferences.

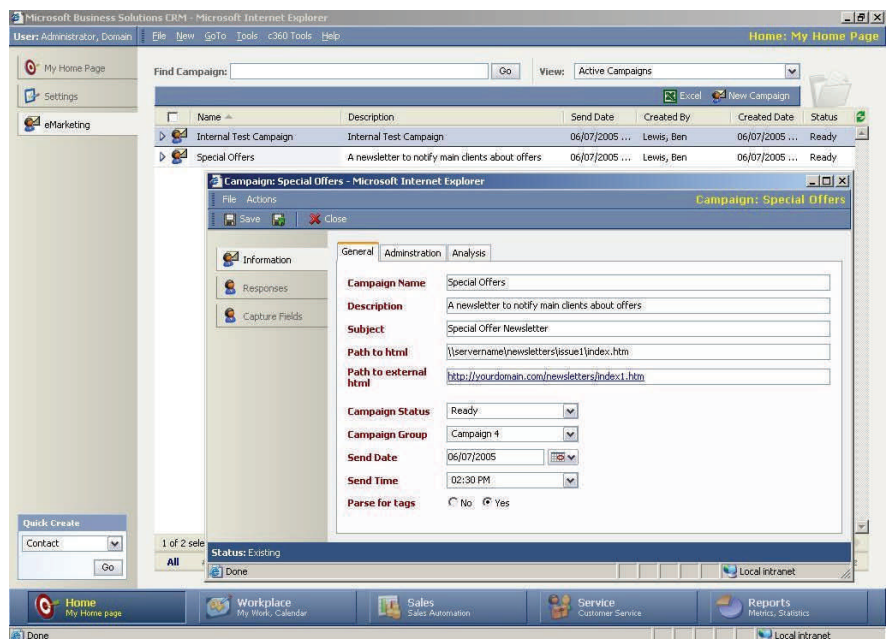
## Has no per-email usage charges

The CABBC application is fully integrated within Microsoft CRM and email is sent via your own Microsoft Exchange server. *The application is licenced on a per server basis and CABBC make no per email usage charges.*

Licensing is based on Microsoft CRM server size Small (<10 users) Medium (<50 users) or Large (over 50 users)

## Extensive response tracking capabilities

With the CABBC eMarketing Campaign Manager for Microsoft CRM the activities of your recipients are fully



tracked and automatically fed back into your CRM. Your Marketing manager will have the campaign statistics and respondent lists available at any time. The leads from your campaign go straight to the hands of the appropriate sales person.

## Personalisation

Each email is individually merged with details of your contact (eg, name, job position etc.) enabling you to make a personalised appeal in your message.



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## Automated Activities

Each campaign can be configured to automate standard activities:

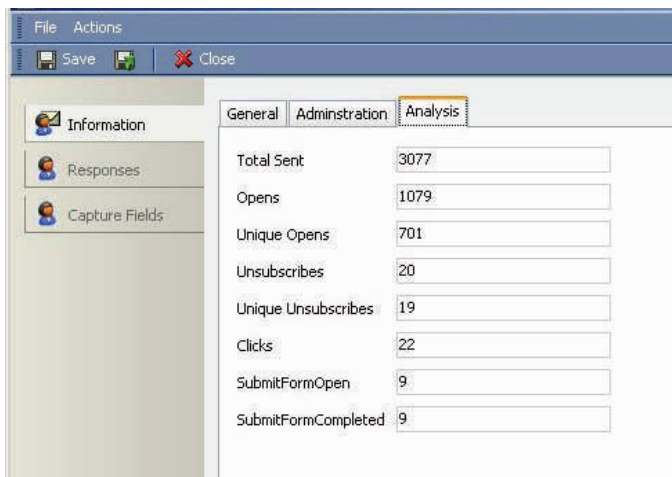
Optionally records emails sent as CRM Letter Activities

Track campaign results measured in terms of:

- Email opens
- Link click through handling
- Provide an automated unsubscribe facility with options to:
  - Unsubscribe this campaign
  - Unsubscribe all email campaigns
- Optionally records response automatically in CRM Activities (to alert sales)
- Collect user responses directly to the CRM by means of a dynamic response form.

## Reporting facilities by campaign.

The eMarketing Campaign Manager enables you to quickly review responses and to track campaign statistics in summary and in detail.



General	Administration	Analysis
Total Sent		3077
Opens		1079
Unique Opens		701
Unsubscribes		20
Unique Unsubscribes		19
Clicks		22
SubmitFormOpen		9
SubmitFormCompleted		9

Lists of all contacts who opened (while on line), clicked through a link or made an unsubscribe request can be reviewed at any time and exported to excel if required for further analysis.

## Run your website as a campaign

A campaign response form can be integrated with into your website to automatically add new leads to your database. The form can have response fields mapped to key fields in your CRM database allowing contacts to provide key profiling to new enquiries.

## Schedule Campaigns

Included in the standard campaign functions is the ability to schedule the send time of email campaigns to a specific release time.

In addition to minimise the load on your server the sending of emails may be despatched in batches.

## Send on Behalf of

Each campaign email is sent on behalf of a pre-specified email sender. This facility enables your Marketing team for example to send a email on behalf of a member of our sales team.

## Quick Link Builder

Using the Quick Link builder it is easy to prepare custom click-thru links for each hyperlink in your email. Each link can be configured to a specific response within Microsoft CRM and when followed results in a unique traceable record for those contacts that followed the link.

## Prerequisites

The eMarketing Campaign Manager is designed for use with Microsoft CRM 1.2 English edition

In order to operate the application you will require a Website connection to the internet (for call-backs) and access to an email SMTP mail server eg Microsoft Exchange (for email sending)

Email messages must be prepared with an html design tool such as Microsoft FrontPage