



*“The on-line performance, flexibility and reliability of this product allow us to **heartily** recommend it to our loyal customers who are evaluating a CRM solution”*



Contact Management • CRM • Sales Automation • Customer Support - Help Desk • Project Management • ERP Integration • Time - Invoice Billing

### **Marketing Automation**

The first step in CRM is making those contacts in the first place. With EBSuite's Marketing Automation - Online/Offline Campaign Management module you have complete control to direct sales into your pipeline. Track-able communication with Real-Time analytics ensures that you maximize your ROI. Integrated with our Sales Force Automation and Customer Support modules for a true unified view of your customer's value.

### **ROI – Return On Investment**

Conduct complete, accurate (ROI) return on investment measurement through our single unified customer view, analyzing which campaign sources will maximize revenue, and provide valuable customer acquisitions. Marketing information that will become the foundation for your success. Whether campaigns are executed online/offline, EBSuite's CRM - Marketing Automation provides a single resource for tracking and managing all types of marketing campaigns; email, direct mail and telemarketing - call centers. tools.

### **Stay In Touch**

Grow your business with your satisfied customers, identify and segment customers to deliver new product or service information. Remain in touch with email newsletters. EBSuite will automatically keep track of your progress.

### **Features/Benefits include:**

**Automated Online Lead Capture** - React to new prospect inquires while there "hot". Our Form Builder and List Builder tools will automatically enter your new inquires in your EBSuite account from any online source. Create web forms to capture leads from your Web site. Create a distinct "landing web pages" designed for each campaign which can be hosted within your EBSuite account. No double entry of data, allow visitors at your web site to sign-up for your product/service information or newsletter.

**Campaign Management** - Powerful Database Marketing at your finger tips: Create segmented groups, test cells, controls groups, list management with tracking codes. Our campaign wizard will assist you to create online/offline campaigns in minutes.

**Email Templates** - Brand identity emails with HTML and text for total reach to prospects. Track results instantly with "hot pixels". Analytics to measure results.

**Campaign Email Protection, CAN-SPAM Compliant**- Protect your assets, total CAN-SPAM compliant email engine.

**Merge All Custom Fields** - Create the unique personal message automatically. Merge all custom fields to deliver an accurate email message.

**Direct Mail** - Deliver personalized messages by postal mail with attached history in each contacts record. Print PDF letters and Avery Labels automatically to your printers for express delivery.

**EBSuite**

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## Marketing Automation

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**Track-able Email** - Direct team resources to "what's hot". As each email recipient opens your message, the processing audience list is updated to show the time and date. Then review, and route this "hot" lead to a sales team member.

**Telemarketing Call Lists** - Create call lists for your telemarketing team. Automatically alert/notify your sales reps to new qualified leads in real-time. Leads will not be lost or become "stale". easily access them from every page. Never forget - stay in-touch!

**VOIP Phone Integration** - Integrate to Industry standard SMS VOIP systems. The system will create screen pop-ups for incoming calls. Create telemarketing lists to quickly click and call each lead/prospect.

**SkypeOut Free VOIP** - Use Skype's VOIP to make Free or almost free phone calls anywhere in the world, directly from your EBSuite Account.

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