"How can we gain greater visibility into customer segments to get better results from targeted marketing?"

"How do we show measurable results on our marketing campaigns?"

Today's marketers are faced with increasing challenges. The pressure is on to generate more leads and show greater return on investment on marketing campaigns.

An effective customer relationship management (CRM) solution which leverages marketing, sales and service team efforts doesn't need to be expensive or complex. You need a solution to help you maximise marketing pounds spent so you can generate targeted leads which drive successful and profitable customer relationships.

Get better results from your marketing campaigns by building and managing accurate customer segments and lists.

▸ Collect the information you want, how you want it, whether it's size of organisation, product preference, last purchase date, or lead source, with easily configurable custom fields.

▸ Manage complex searches and large lists to target the best, most profitable customers for your direct marketing campaigns.

▸ Import and export lists in CSV, ASCII or XML format for list rentals and mailing houses.
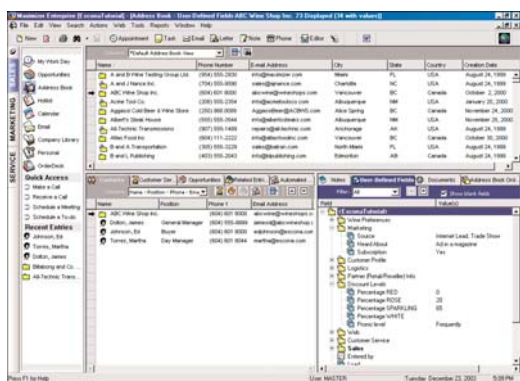
Customer Lists: Manage customer segments and lists effectively

Reach your target market quickly without spending any more money.

▸ Generate qualified leads for your sales team and build profitable one-to-one relationships with customers using automated e-mail and fax campaigns which drive repeat business.

▸ Save time and money with direct text or HTML e-mail campaigns for newsletters, new product announcements, seasonal promotions, event invitations or anything else which keeps your company and product top of mind with your prospects and customers.

▸ Improve your response rate by personalising your e-mail content with your recipient's name, account status or any other field from your database.

Comply with privacy, do-not-call and anti-spam legislation, and manage opt-in and opt-out lists effectively.

▸ System enforcements help you avoid costly non-compliance penalties. People who have opted out will never accidentally receive e-mail or fax promotions from you with the system-enforced do-not-solicit function.

▸ Encrypt private information such as credit cards for security.

▸ Request and collect only the information you need - whether you're collecting a company's industry type and annual revenue, or an individual's date of birth and pet's name, using flexible custom fields which can be mapped to your web forms.

▸ Set-up security groups and export rights to protect your organisation's sensitive information.
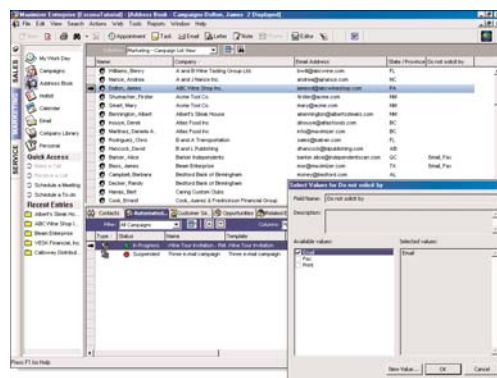
Do Not Solicit: Ensure compliance with anti-spam and do-not-call legislation with system-enforced do-not-solicit function

▸ Map the do-not-call registry with your database to warn your sales or call centre staff when they open up the customer record.

▸ Enable customer opt-out with links in e-mail campaigns or directly from the account record to ensure you comply with customer and prospect requests on a timely basis.

Track lead status and measure your marketing ROI.

▸ View campaign responses instantly, including e-mail open and click-through rates to fine tune the next phase of your campaign.

▸ Track lead status for each lead source and account manager to gain visibility into the quality and quantity of leads you're driving to the sales team. Know which programmes are producing hot leads and which are not.

▸ Calculate lead conversion rates and show measurable sales results by tracking campaign activities back to actual sales.

▸ Create customised reports to gain further visibility into your customers, marketing campaigns and sales with best-of-breed business intelligence reporting tool, Crystal Reports, included with every user of
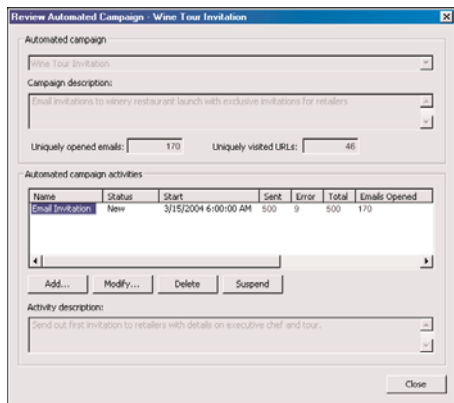
Campaign Metrics: View responses to your automated e-mail campaigns instantly

Maximizer Enterprise. Deliver reports directly to key stakeholders that need critical information on a timely basis in order to make effective decisions.

Collect, process and manage web leads.

▸ Capture critical information from your web visitors, whether you need to know complete contact information, level of interest, or size of company. Even gather customer feedback in surveys.

▸ Ensure timely follow-up with information imported automatically into Maximizer Enterprise and e-mailed to you and the appropriate sales person.

▸ Create web forms easily using built-in wizard-driven tools which integrate with your website.

Manage complex marketing projects and teams effectively.

▸ Ensure nothing slips through the net on marketing projects by tracking steps, activities and team roles. Then assign activities so everyone on the marketing team stays on track.

Monitor and respond to e-mail automatically.

▸ Save daily administration time and ensure no enquiry slips through the net by monitoring your incoming e-mail with Maximizer Enterprise Workflow Automation. Use it on your sales@ or info@ e-mail address, set rules to scan the subject or body copy for key words, then have it routed to the appropriate person.

▸ Increase customer satisfaction and response by having Maximizer Enterprise send a reply automatically to the customer and record the interaction in the customer's record.

Create automated processes and reap the rewards of timely information and follow-up.

▸ Monitor your business systems and respond automatically to critical business activities with Maximizer Enterprise Workflow Automation to ensure that no lead or opportunity slips through the net.

▸ Examples:

  ▸ Subscribe customers automatically to e-mail or fax campaigns when an action is taken in their record.

  ▸ Set-up a series of dynamic follow-up e-mails specific to a web prospect's product interest, industry or other demographic factors.

  ▸ Send a thank-you letter and product training offer five days after the customer has purchased a product.

▸ Set-up automatic alerts so you receive Crystal Reports with summaries of new leads generated in Maximizer Enterprise daily, weekly or monthly. Be notified when leads aren't being followed up on in a timely manner. Be notified of large orders which result from a specific marketing campaign or lead source.

Get the latest customer information and collaborate with your sales and customer service departments.

▸ Keep your customer data in-house to maintain ownership and structure of your most valuable asset inside your business.

▸ Eliminate data duplication and errors between a marketing automation application and a separate sales force automation solution. Share one interface and one customer and prospect list with the sales and customer service departments to make sure you have an accurate and current picture of customer activities.

▸ Sales and customer service staff can also see campaign activities with an account record so they can up-sell and cross-sell into the account more effectively.

▸ Work the way you want to with the magnetic user interface creating target lists quickly and easily and managing multi-phase campaigns which deliver results.

▸ Fastest deployment in its class so you can start producing results in days and weeks, not years.

Ensure consistent branding and communication.

▸ Share marketing collateral, documents and materials with sales and customer service staff, including Excel price lists, Powerpoint presentations, and PDF brochures.

▸ Sort the library by categories and upload files from your hard drive, giving staff instant access to up-to-date information, wherever they are.

In today's market, you're under pressure from the finance department to keep costs low, but deliver better results than ever before. You need to get more out of your resources - both your time and your budget - with a solution to help you generate targeted leads. Maximizer Enterprise 8 is the proven, affordable CRM solution to build successful, and profitable customer relationships.

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