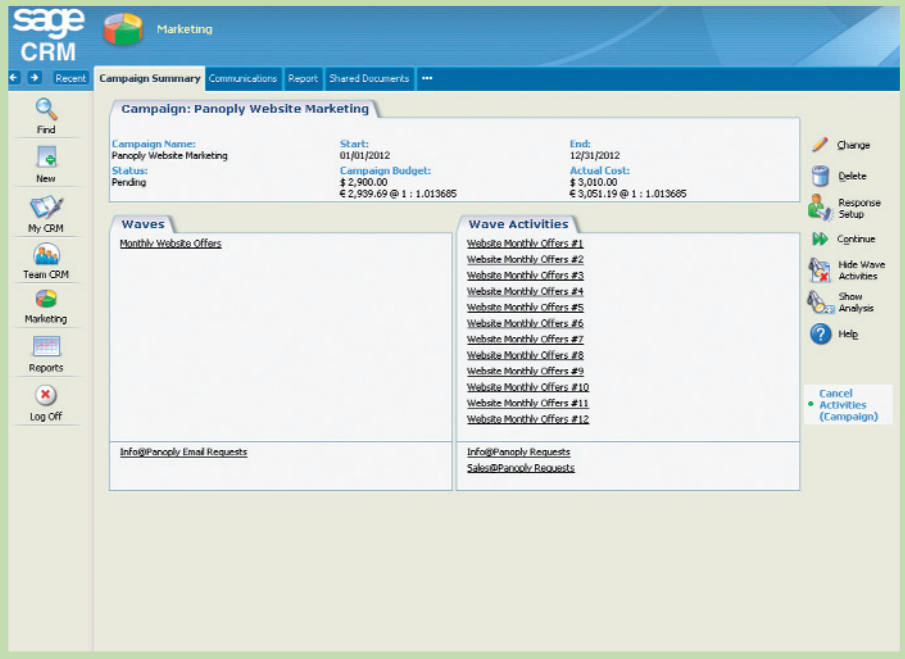




# Sage CRM Marketing

Sage CRM provides powerful tools for your marketing team to plan, execute and audit highly targeted marketing campaigns. This easy-to-use application provides marketing users with key tools to target the right customers at the right time, eliminating guesswork and optimising marketing resources. With Sage CRM, users have the ability to assign and analyse marketing activities efficiently and easily.



With Sage CRM, assign, schedule and track marketing activities and view every detail of each campaign at a glance.

Features	Benefits
<p><b>Lead Management</b></p> <p>With Sage CRM Marketing, you can qualify leads per selected criteria for follow-up and track them at each stage in the process.</p>	<p>Ensures leads are visible to all team members, prioritised by management, have the appropriate team member assigned to them and are maximised at all times.</p>
<p><b>List Building and Management</b></p> <p>With Sage CRM Marketing, you can select multiple criteria to build target lists and it is easy to merge documents with lists for mass mailings. Responses to campaigns can trigger sub-lists for the next wave of the campaign with successful responses, for example, being progressed into leads and non-responses kept on a reminder list or removed if so requested.</p>	<p>Records marketing lists for future reference and provides the option to reuse successful campaign lists or import mail house lists. Offers the tools to create detailed profiles of customers and prospects over the course of the relationship. This information can be stored, reported on and segmented for future campaigns.</p>
<p><b>Segmentation and Groups</b></p> <p>Tools within Sage CRM Marketing let you segment customer data and prospect lists based on the criteria that you choose, such as product interest or demographics, via user-friendly tools.</p>	<p>Allows customised messaging to be delivered to select groups or target audiences.</p>

Features	Benefits
<p><b>Campaign Management</b></p> <p>Sage CRM Marketing empowers you to successfully manage and track every element of a marketing campaign. A marketing user can easily view activities, objectives, leads and follow-ups and even drill down to specific activities such as communications, opportunities, responses and costs versus budget.</p>	<p>Facilitates campaign analysis and creates good business practice.</p> <p>Ensures that marketing resources are put to best use by delivering detailed information and eliminating guesswork.</p>
<p><b>Campaign Reporting and Evaluation Tools</b></p> <p>Sage CRM provides you with sophisticated, user-friendly tools and reports which make it easy to analyse individual or ongoing marketing campaigns in real-time and match sales revenues to specific campaigns. You can identify lead sources and monitor other important campaign details.</p>	<p>Provides user-friendly tools and reports for immediate lead source and cost versus sale analysis data.</p>
<p><b>Outbound Call Management</b></p> <p>Sage CRM makes it easy to allocate and schedule calls and follow-up calls from target lists at convenient times for prospects and customers.</p>	<p>Shares call details for transparency and easy access across the company.</p>
<p><b>Computer Telephony Integration (CTI)</b></p> <p>Sage CRM offers great features for telemarketers; call scheduling is easy and follow-ups can be triggered based on the outcome of a call. Call details, such as length and results, are saved for future cross-departmental reference. In addition, CTI integration delivers advanced call automation and recognition tools.</p>	<p>Provides telemarketers with the tools necessary for effective and efficient telemarketing campaigns.</p>
<p><b>Email Management</b></p> <p>Sage CRM Marketing offers efficient mass email functionality with the ability to create email templates, send HTML and attachments as well as store communications against campaigns.</p>	<p>Enables employees to review the exact email message received by a specific customer or prospect.</p>

Sage CRM makes it easy for you to track each phase of a marketing campaign and provides all the tools you need for meaningful analysis and powerful campaign measurement. You can profile customers and prospects based on specific criteria and this, along with direct integration to mass email and CTI functionality, makes Sage CRM an invaluable tool for successful marketing.

## About Sage CRM

Sage CRM is an easy-to-use, feature-rich Customer Relationship Management solution which is quick to deploy with out-of-the-box but configurable business process automation. Access methods include both hosted and deployed models through a web browser meaning Sage CRM takes advantage of the huge efficiencies that the Internet offers in delivering business applications.

## About Sage

Sage is a global provider of end-to-end business management applications for small to mid-size businesses. Look to Sage for fully integrated software that delivers high performance, advanced functionality, cross-product integration and unmatched freedom of choice. Sage provides companies with the solutions they need to enhance competitive advantage and increase profitability. For more information, visit [www.sage.co.uk](http://www.sage.co.uk) or contact us on 0845 111 9988 .

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