



insights for the life of your business™

MAS 90  
MAS 200

Client/Server  
Client/Server for SQL Server

MAS 500

**SalesLogix CRM Solutions:**

- SALES
- MARKETING
- SUPPORT
- WEB

SalesLogix Marketing is a component of the integrated SalesLogix customer relationship management (CRM) suite, which also includes Sales, Support, and Web solutions.

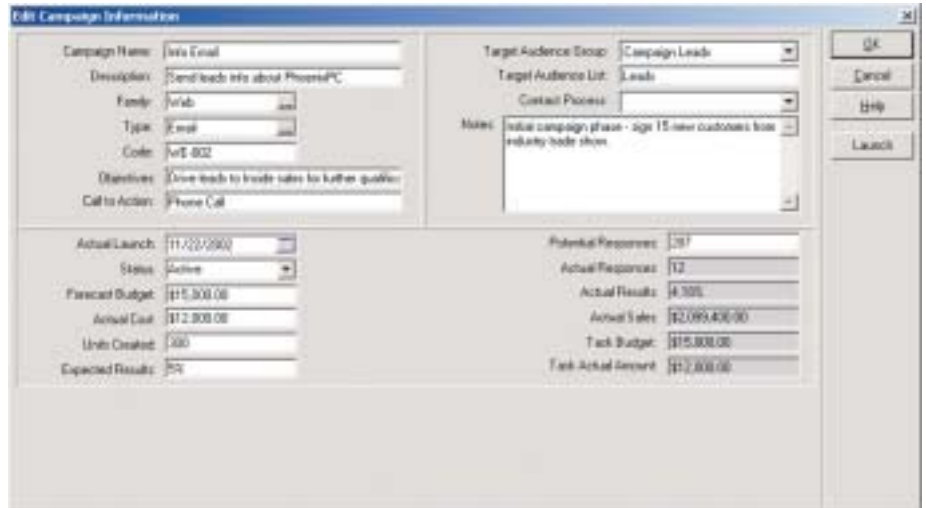
**FEATURES**

SalesLogix Marketing provides powerful capabilities for managing, tracking, and measuring targeted marketing campaigns.

- Campaign Management
- Workflow Automation
- Marketing Communications
- Segmentation and Groups
- Campaign Response Tracking
- Campaign Task Management
- Budget and Revenue Tracking
- Campaign Reporting (ROI)
- Marketing Resource Library
- Web Access



**SALESLOGIX MARKETING**



Create and track every component of your marketing campaigns easily in one quick-read window with the SalesLogix Marketing campaign dashboard.

Building lasting and profitable customer relationships means executing effective, timely marketing initiatives across all of your sales channels. It is critical that your company's marketing resources are put to their best use.

SalesLogix Marketing provides full-scale marketing campaign management and sophisticated analytical tools designed to identify your most profitable customers and shorten your sales cycle. Capturing rich, timely data from customer interactions across your organization allows you to develop and execute meaningful marketing programs that drive results.

Most importantly, SalesLogix delivers critical marketing intelligence, like return on investment (ROI), for your marketing campaigns, so you can focus your strategy and resources on programs that deliver results for your business.



## PRODUCT BENEFITS

- Segment customers and prospects by meaningful profiles
- Create custom campaigns for unique groups
- Automate campaign activity scheduling and follow-ups
- Assign "hot" leads based on dynamic business rules
- Track campaign success by lead source
- Analyze ROI and increase marketing efficiency
- Shorten the sales cycle and increase customer retention

## SalesLogix Marketing

### Identify Profitable Customer Segments

Select the criteria of your ideal target prospect, then segment your customer and prospect lists into unique groups. With SalesLogix Marketing, you can find the most responsive audience for your campaigns and increase your revenues.

### Map Your Path to Selling More

Graphically configure custom campaign processes, assign them to unique groups of prospects, and then launch the campaign. The follow-up tasks you identify are scheduled and assigned to your sales team automatically based on rules you define.

### Manage Campaigns End to End

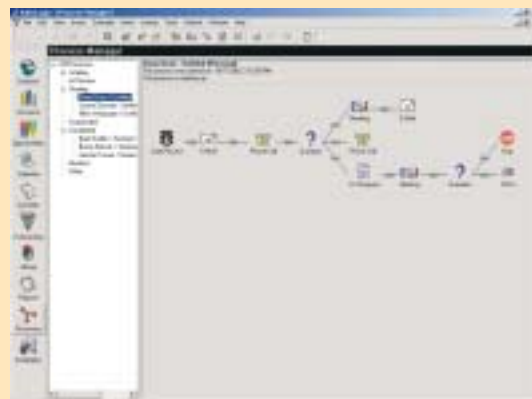
Manage and track every component of your campaigns from within the SalesLogix Marketing campaign dashboard. View campaign tasks, objectives, calls-to-action and budgets. You can also view response rates and forecasted vs. actual sales results in real time for each campaign from within a single view.

### Measure ROI and Report Campaign Metrics

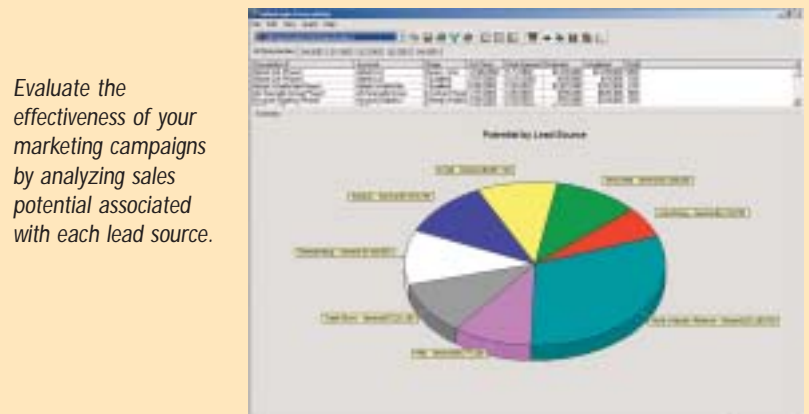
SalesLogix not only tracks response rates and ties sales revenue to specific campaigns, but also enables you to analyze marketing campaigns by lead source, region, media type and products sold, using flexible, built-in reports.

In addition, a record of every campaign communication is linked to the account history, so employees from Sales and Marketing to Customer Support and Accounting share a complete view of all account activity.

With SalesLogix Marketing, you'll have every detail of your campaigns at your fingertips and the insight you need to increase the effectiveness of your marketing efforts and deliver sales results.



*Design custom campaign processes and apply them to unique groups of customers or prospects. SalesLogix automatically schedules the follow-up activities and assigns them to your sales team.*



*Evaluate the effectiveness of your marketing campaigns by analyzing sales potential associated with each lead source.*

## Features

### Campaign Management

- Manage and track all aspects of marketing campaigns in one location
- Record campaign name, description, tasks, status, budget and calls-to-action
- Launch custom contact processes to automate workflow for sales reps
- Deactivate expired campaigns and retain key data for future reference

### Workflow Automation

- Streamline marketing and sales campaigns by automating standard tasks
- Graphically configure campaign workflows such as calls, mail or meetings
- Assign custom processes such as 'Trade Show Lead' to campaign target groups
- Add decision points and conditional requirements before events are triggered

### Marketing Communications

- Communicate with customers and prospects via multiple mediums
- Create HTML e-mail templates, then personalize and send them using Mail Merge
- Archive letters, e-mails, faxes and proposals within customer account records
- Attach marketing literature, product info and pricing from the Marketing Library

### Segmentation and Groups

- Segment customer lists sets by grouping similar records using advanced query tools
- Perform temporary lookups or create groups for repeat access to sets of records
- Deliver targeted marketing messages or sales offers to select customer segments
- Export group data to Microsoft Excel for additional analysis

### Campaign Response Tracking

- View response data in real time to analyze the impact of campaigns in progress
- Assess campaign metrics such as response ratio and associated sales revenue
- Add or edit campaign info or responses from within account or contact records
- Information captured at the individual opportunity level rolls into management view

### Campaign Task Management

- Coordinate and track the tasks critical to executing effective campaigns
- View all tasks or drill down on specific tasks for more detailed information
- Schedule task owners, assign dates, due dates and budget for each task
- Manage budget and workflow for employees and external vendors

### Budget and Revenue Tracking

- Gain critical visibility into campaign budgets and direct revenue impact
- Assess potential revenue for campaigns launched against target groups
- View revenue in real time as opportunities linked to a campaign are updated
- Track forecasted vs. actual budget per task within the campaign management view

### Campaign Reporting (ROI)

- Analyze the effectiveness of marketing efforts (ROI) and increase efficiency
- Examine campaign responses, associated revenue and product detail
- Evaluate forecasted vs. actual return for each lead source, region or media type
- View campaign data via Crystal Reports and adjust marketing strategy

### Marketing Resource Library

- Maintain a central repository for company information, resources and tools
- Create folders to organize items into categories and attach files
- Store product information, sales collateral, manuals, pricing and presentations
- Attach and send files from the Library in e-mails to customers and prospects

### Web Access

- Capture or update campaign-related information via the SalesLogix Web Client
- Select the campaign responsible for generating sales opportunities
- Check on historical campaign inclusion and results within account records
- Activate the "Do Not Solicit" feature to exclude accounts from future campaigns



*SalesLogix Marketing provides full-scale marketing campaign management and sophisticated analytical tools designed to identify your most profitable customers and shorten your sales cycle.*

