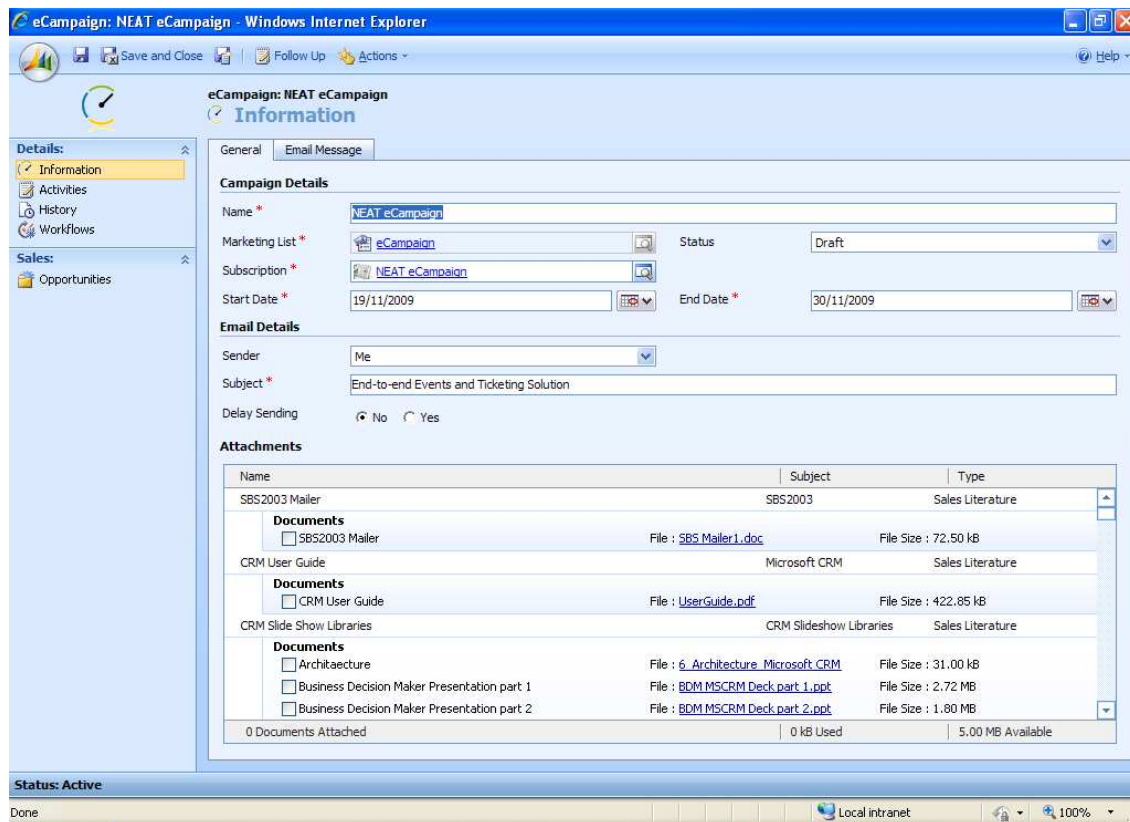


## E Campaign for Microsoft Dynamics CRM

### Create Exceptional Marketing Campaigns

eCampaign enables your organisation to deliver exceptional marketing campaigns above and beyond the standard functionality of Microsoft Dynamics CRM by offering the ability to create email marketing from within CRM. It gives marketing professionals the advantage of custom building creative HTML and the tracking of email campaigns from inside Microsoft Dynamics CRM. eCampaign is easy to use and operates directly within Microsoft Dynamics CRM. The seamless integration is a great timesaver and ensures successful marketing activity and ease of use for you and your team.

### eCampaign Creation



The creation of each eCampaign is very easy and builds on the standard marketing functionality such as marketing lists and campaign status within CRM. eCampaign goes further and enables end users to send document attachments as part of the campaign without overloading the database with lots of copies of the same attachment.

Each eCampaign gives you a dedicated subscription list and marketing list which will enable end recipients to automatically unsubscribe from unwanted email and opt in via

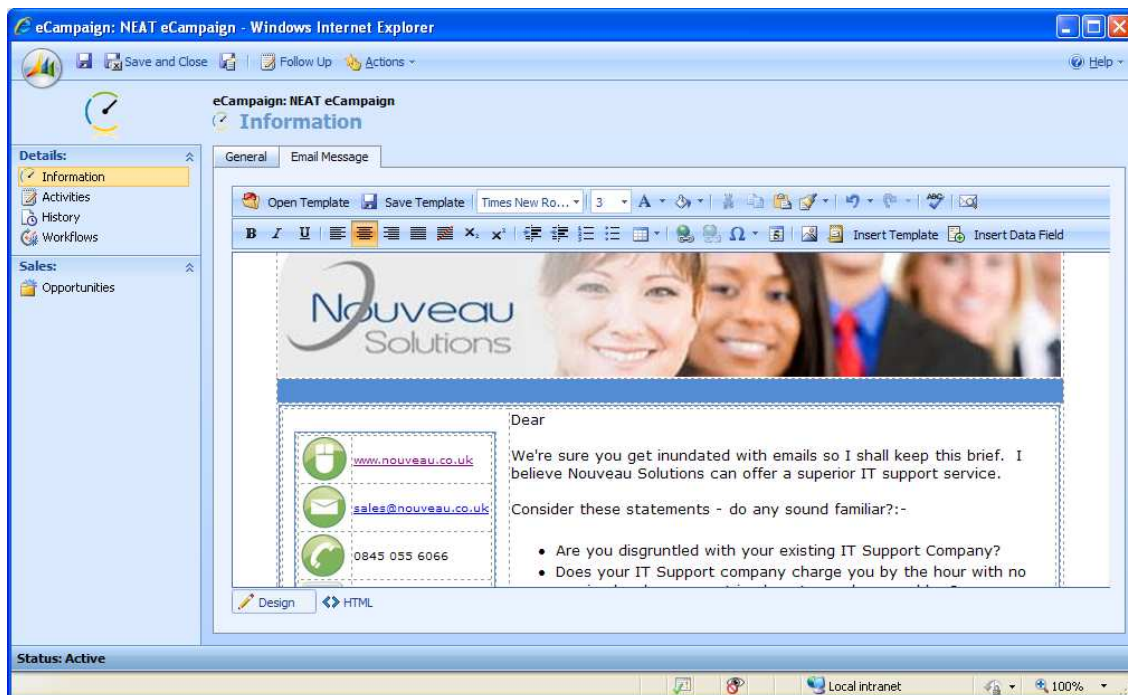
preference. This functionality gives your organisation the power to profile and improve the data in your Microsoft Dynamics CRM system.

When creating your eCampaign you also have the facility to send the campaign out of hours allowing you to configure first and send later.

### Effective Marketing with HTML Templates

One of the fastest growing mediums for effective marketing is email marketing with the ability to send a message into your customer's inbox and grab their attention with minimal cost. eCampaign for Microsoft Dynamics CRM can help you achieve this by extending the functionality of Microsoft Dynamics CRM. Your organisation can now track how your customers and prospects react to your emailed marketing material. With eCampaign your organisation has the ability to create HTML templates from scratch or paste existing HTML into the CRM system to create the same look and feel that you have always used with minimal effort.

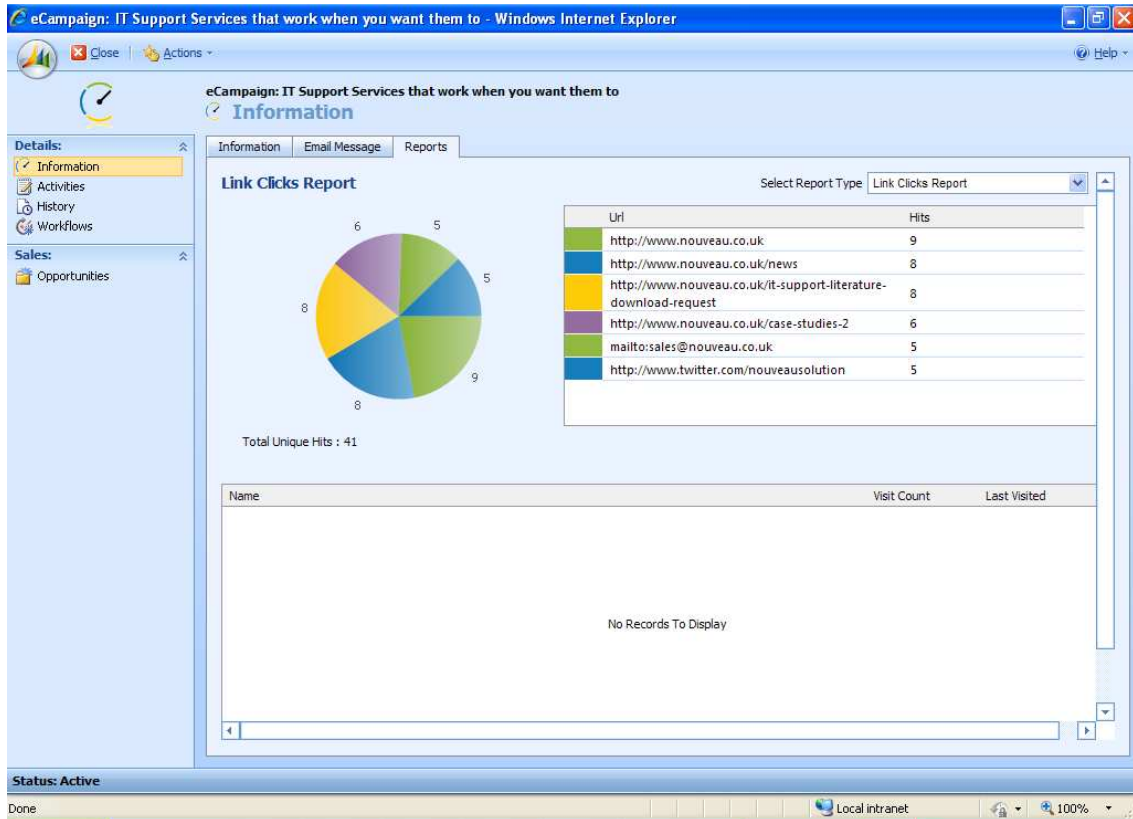
### SCREEN SHOT FOR HTML EDITOR



Each of the created HTML templates can also be stored within the Microsoft Dynamics CRM system so that they can be used on an ad-hoc basis of for future email marketing campaigns.

## Tracking response and customer activity

With eCampaign your organisation can now successfully track an email marketing campaign and produce effective reports based on the activities of customers and prospects.

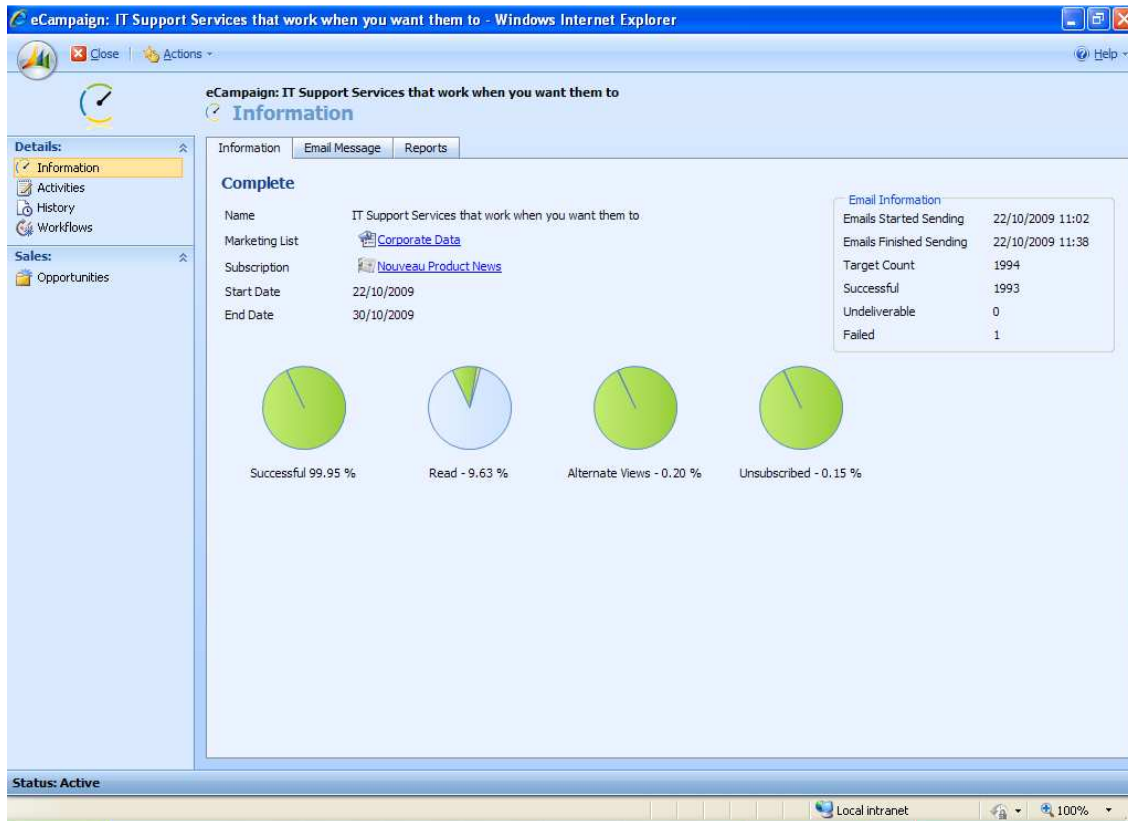


With this integrated functionality your organisation can now understand and record the behavior of customers and prospects and compare the success of each email campaign.

eCampaign's reporting facility means you can actively monitor click thrus, open rates, bounced emails and automatically update Microsoft Dynamics CRM. This will help to improve focus and response for future campaigns. Using the built in workflow from Microsoft Dynamics CRM a task or phone call activity can be easily created for customers that visit your website or click through from an email. This accurate profiling information will enable sales executives to be pro-active when contacting customers and ensure your sales and marketing teams work in perfect harmony.

## Get real time visibility from eCampaign

With eCampaign your organisation can achieve real time tracking of an email marketing campaign with "Active Track" which monitors responses to emails to customers.



Each of the active monitors will stay active after the campaign has been sent allowing real time updates of customer activity.

## Transform Customer Information into Marketing Intelligence

With eCampaign you can build an intelligent marketing database from within your central Microsoft Dynamics CRM system. This will give your marketing and sales teams a better understanding of your customer base and enable them to build learning relationships for better and proactive marketing.

In Summary, The Functionality within eCampaign for Microsoft Dynamics CRM is:

- Native user experience within Microsoft Dynamics CRM 4.0
- Fully integrated within MS CRM 4.0
- HTML flyer creator and editor (or upload your own)
- Full reporting facilities on open rates, click thrus, bounces & unsubscribes
- Store email history directly in your contacts Microsoft CRM records
- Image & template library for your own company branding
- Send bulk attachments
- Compare email marketing campaigns and messaging
- Sales and marketing functions operate from a single application

Please call or email us for further information:

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