



# Welcome to MyCRM *Making CRM work for business*

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Product Name	MyCRM eCampaign
Version	2011
Owner	MyCRM

### Available For

MyCRM Hosted ✓

Microsoft CRM Online ✗

CRM On-Premise ✓



## eCampaign for Microsoft Dynamics CRM 2011

eCampaign enables your organisation to deliver exceptional marketing campaigns above and beyond the standard functionality of Microsoft Dynamics CRM 2011. eCampaign offers the ability to create effective marketing campaigns directly from within one single solution.

It gives marketing professionals the advantage of building custom creative HTML templates and being able to track all customer interaction from inside Microsoft Dynamics CRM. The seamless integration is a great timesaver and ensures successful marketing activity and ease of use for you and your team, recording interaction in a real time view with follow up workflows driving real business opportunity.

## eCampaign Creation in Microsoft CRM 2011



### For Additional Information

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## Easy to use Marketing Automation

The creation of each eCampaign is very easy to do 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, web links, images and create effective messaging with a fully managed subscription service for end users

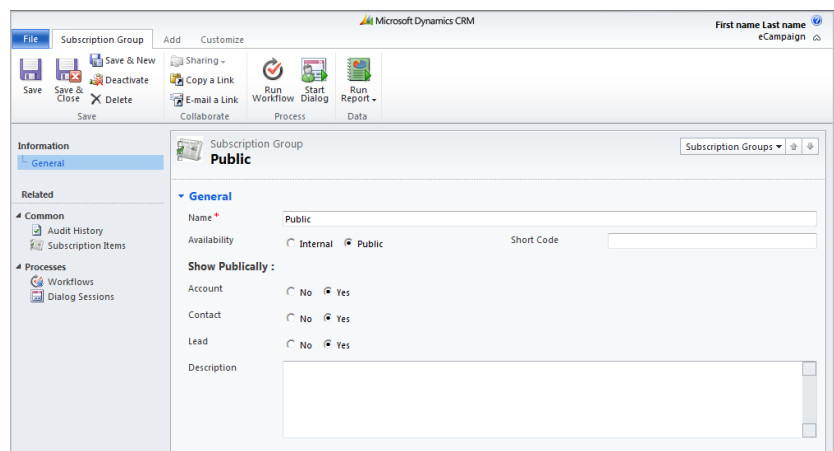
Each eCampaign gives you a dedicated subscription list and marketing list which will enable end recipients to automatically unsubscribe from unwanted email and opt in via preference. This functionality gives your organisation the power to profile and improve the data in your Microsoft Dynamics CRM system.

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

## Subscription Management

Each of the powerful subscription items can be grouped to relate to individual business areas giving the opportunity to present end recipients with the right preferences and drive real response and interest in services offered

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### Effective email marketing in Microsoft CRM 2011

One of the fastest growing mediums for effective marketing is email marketing and with the ability to send a message into your customer's inbox and grab their attention with minimal cost has increased popularity of this medium. eCampaign can help you achieve this by extending the functionality of Microsoft CRM 2011 which gives cost effective results for both marketing and sales teams.

Your organisation can now track how your customers and prospects react to your email 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 and brand awareness with minimal effort.

Another great advantage of eCampaign is that each of the templates created can be used as a CRM template which means ad-hoc emails can be sent using the same creative message.

### 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 behaviour of customers and prospects and compare the success of each email campaign.

eCampaigns reporting facility means you can actively monitor click through, open rates, bounced emails and automatically update Microsoft Dynamics CRM with activity. This will help to improve focus and response for future campaigns and help sales teams make the right calls.

Using the built in workflow in 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 proactive when contacting customers and ensure your sales and marketing teams work together in perfect harmony.

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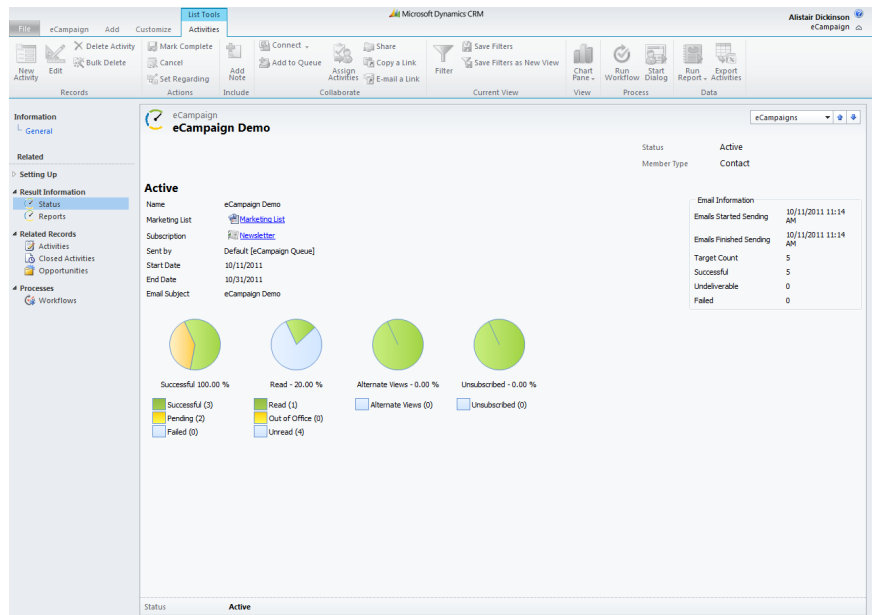


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## Get real time visibility from eCampaign

With the eCampaign your organisation can achieve real time tracking of an email marketing campaign with "Active Track" which monitors responses from customers that have been sent emails as part of the campaign.

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

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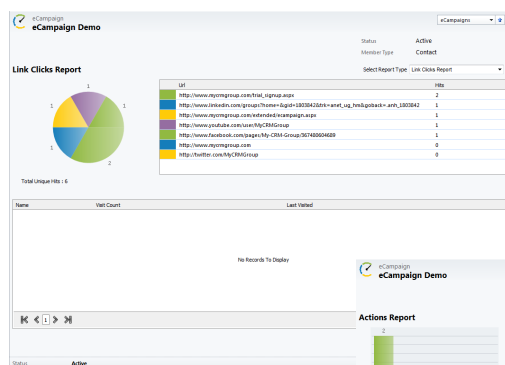
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## Pro-active reporting generates activity

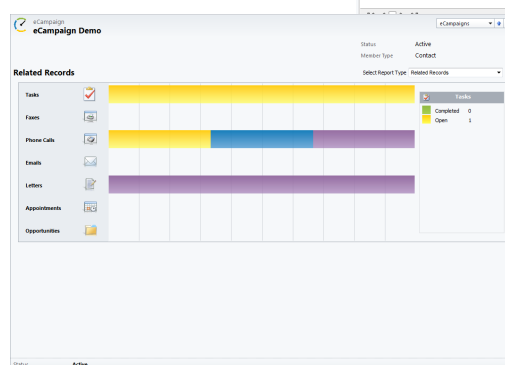
eCampaign has 4 pro-active reports showing how end customers or prospects interacted with an email message.

Using these reports you will be able to filter bounced or failed emails giving your organisation an up to date database with relevant contact information to work from.

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You will be able to see which URLs have been followed and which users viewed which content.



You will also be able to see related activities in CRM generated by the Campaign and related interaction.

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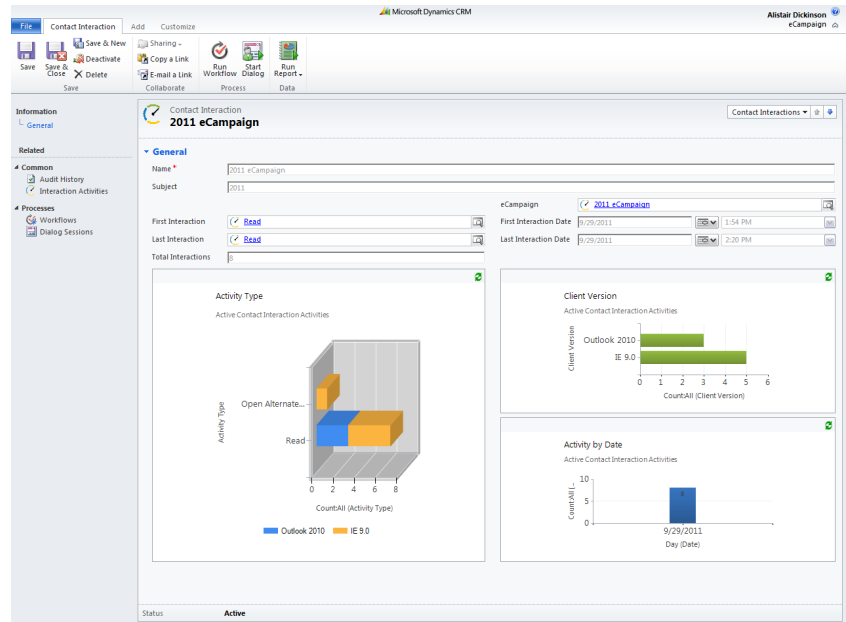


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## Reporting on the end recipient

The eCampaign solution goes one step further and allows you to report at the Customer and Prospect level giving real insight of how an individual reacted to a campaign

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This is a fantastic sales tool as not only can a conversation be held about how a customer reacted but additional information on how the recipient read the email and which type of interaction occurred.

Further more all this data is held directly in the CRM solution so can be used with Advanced find and manipulated through dashboards and reports giving real-time and up to date Business Intelligence for marketing and sales teams.

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To find out more about the latest version of eCampaign for Microsoft Dynamics CRM 2011 please email us or book a demo via the Download Centre

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For more information please contact our sales team on :

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