



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

FEATURES

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

- Campaign Management
- Segmentation & Groups
- Lead Management
- Web Lead Capture
- Lead Qualification
- Workflow Automation
- E-Mail Marketing
- Campaign Response Tracking
- Campaign Task Management
- Budget & Revenue Tracking
- Campaign Reporting (ROI)
- Marketing Resource Library
- Windows & Web Access

Marketing

The screenshot shows the Sage CRM SalesLogix Marketing interface for a campaign named 'Trade Show - Chicago'. The interface includes a navigation sidebar on the left with icons for Contacts, Campaigns, Activities, Calendar, Library, Reports, and Leads. The main content area is divided into several sections:

- Campaign Details:** Campaign Name: Trade Show - Chicago; Status: Active; Description: Annual Expo; Objective: 100 New Leads; Call to Action: Call for Demo; Lead Source: Trade Show - General; Product: GoNote Laptop 3000W. It also shows start and end dates (6/21/2006 to 7/21/2006), manager (McNulty, Brian), and owner (Everyone). A 'Launched' button and 'to 527 Targets' are visible.
- Responses:** A table listing individual responses with columns for Name, Lead Source, Type, Response Date, Response Method, and Comments. Responses include contact information and dates from 3/2/2006.
- Budget & Response Metrics:** A summary table showing Budget (5000.00), Actual (5532.14), and Variance (532.14). It also tracks Contact Response Qty (60 vs 40 vs 21 vs 19), Contact Response Rate (100% vs 66% vs 35% vs 31%), Lead Response Qty (79 vs 40 vs 18 vs 22), and Lead Response Rate (100% vs 51% vs 23% vs 20%).
- Cost Metrics & Opportunities:** A table showing Cost / Target (40.00 vs 44.60 vs 4.60), Cost / Response (70.00 vs 158.97 vs 88.97), Cost / Opp (200.00 vs 442.85 vs 242.85), and Cost / Sale (350.00 vs 1950.00 vs 1250.00). It also tracks Open Potential (10), Open Weighted (5), Actual Won (4), and Actual Lost (2).

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

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

Sage CRM SalesLogix Marketing provides full-scale marketing campaign management capabilities, including targeted customer segmentation, multi-channel marketing communications, and real-time reporting, designed to target your most profitable prospects and customers and shorten your sales cycle. Capturing rich, timely data from customer interactions across your organisation allows you to develop and execute meaningful marketing programs that drive results.

Sage CRM SalesLogix Marketing segmentation capabilities enable you to execute highly-targeted marketing activities. Execute multi-channel campaigns, such as e-mail marketing, targeting your prospects and customers with the most effective message and medium. Leads generated by campaigns are tracked within Sage CRM SalesLogix and qualified based on the criteria you define.

Most importantly, Sage CRM 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

- Design marketing campaign goals and activities
- Segment customers and prospects for effective targeting
- Deliver high-impact marketing communications
- Increase lead conversion rates by qualifying based on your criteria
- Automate campaign activity scheduling and follow-ups
- Assign "hot" leads based on your business rules
- Track campaign success by lead source
- Analyse ROI and increase marketing effectiveness

Identify Profitable Customer Segments

Select the criteria of your ideal target prospect, then segment your customer and prospect lists into unique groups. With Sage CRM SalesLogix Marketing, you can find the most

Build and Launch Multi-Channel Campaigns

Define campaign stages, targeting your prospects through multiple mediums. For example, execute e-mail marketing activities with Sage Communicator, an integrated marketing services provider. E-mail response data is automatically transferred to Sage CRM SalesLogix. Also, import leads from all other campaign activities, and qualify them based on your chosen criteria.

Manage Campaigns End-to-End

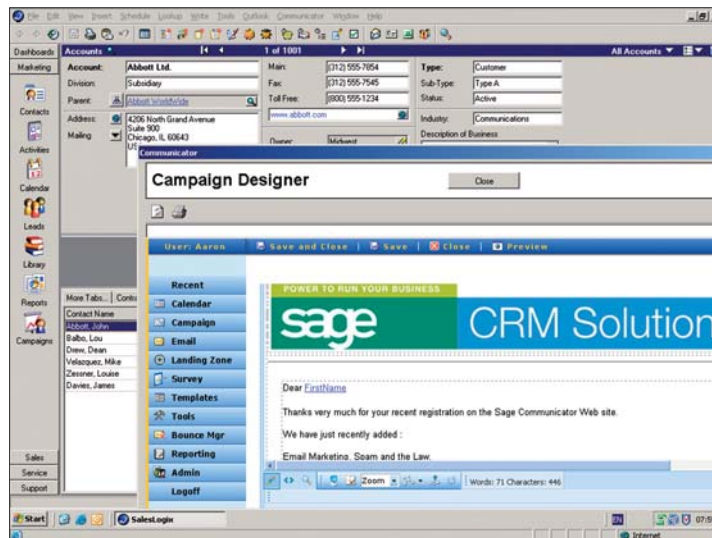
Manage and track every component of your campaigns from within the Sage CRM SalesLogix Marketing campaign dashboard. View campaign stages, tasks, objectives, calls-to-action, and budgets. You can also view response rates and forecasted vs. actual sales results in real time for each campaign from within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

Measure ROI and Report Campaign Metrics

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

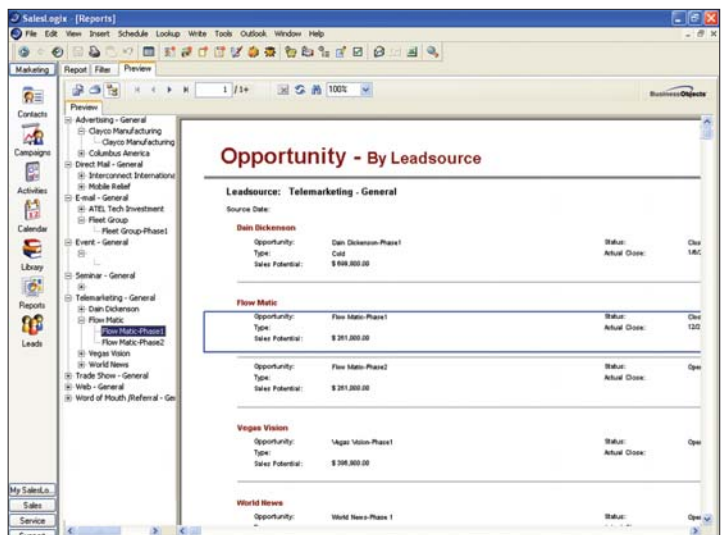
In addition, a record of every campaign communication is linked to the account history, so employees from Sales and Marketing to Customer Support and Accounting share a complete view of all account activity.

With Sage CRM 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.



Execute e-mail marketing campaigns with Sage Communicator*, an integrated marketing services provider. E-mail response data is automatically transferred to Sage CRM SalesLogix.

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



*Sage Communicator is an optional component.

Features

Campaign Management

- Design, execute, and track all campaign activities in one location
- Re-use past successful campaign profiles
- Launch custom contact processes to automate workflow for sales reps

Segmentation & Groups

- Deliver targeted marketing messages or sales offers to select customer segments
- Enable sales reps to quickly create groups for personalised sales campaigns
- Segment customer and prospect lists using user-friendly filtering tools

Lead Management

- Import leads from web forms, tradeshow, seminars, or purchased lists
- Manually create leads from cold calls or referrals
- Track leads at every stage, from lead through closed sale

Web Lead Capture

- Capture prospect information via a company website and import lead data
- Launch marketing processes to schedule letters, calls or literature requests
- Gather valuable demographic data for use in segmentation and offer development

Lead Qualification

- Create qualification checklists using criteria you define
- Click to convert qualified leads to new sales opportunities
- Merge duplicate leads with existing contacts and accounts

Workflow Automation

- Streamline marketing and sales campaigns by automating standard tasks
- Automatically archive letters, e-mails, faxes or proposals within customer account records

E-mail Marketing

- Execute e-mail campaigns using Mail Merge or integrated marketing service provider, Sage Communicator
- Upload target lists directly into Sage Communicator*
- Pre-populate Sage Communicator with your company templates and content
- Transfer Sage Communicator response data automatically into Sage CRM SalesLogix

Campaign Response Tracking

- View response data real-time to analyse the impact of campaigns in progress
- Assess campaign metrics such as response ratio and associated sales revenue

Campaign Task Management

- Coordinate and track the stages and tasks critical to executing effective campaigns
- Schedule task owners, assign dates, due dates and budget for each task

Budget & Revenue Tracking

- Gain critical visibility into campaign budgets and direct revenue impact
- View revenue real-time as opportunities linked to campaigns are updated
- Track forecasted vs. actual budgets, including metrics such as cost per lead

Campaign Reporting (ROI)

- Analyse the effectiveness of marketing efforts (ROI) and increase efficiency
- Examine campaign data responses, associated revenue and product detail
- Evaluate potential vs. actual returns for each lead source, region or media type

Marketing Resource Library

- Maintain a central repository for marketing information, materials and tools
- Attach and send files from the Library in e-mails to customers and prospects

Windows & Web Access

- Capture or update campaign related information via the Internet
- Activate the 'Do Not Solicit' feature to exclude accounts from future campaigns

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

*Sage Communicator is an optional component.

About Sage CRM SalesLogix

Sage CRM SalesLogix is the customer relationship management solution that enables small to mid-sized businesses to cultivate profitable customer relationships by increasing sales and marketing performance and maximising customer satisfaction and loyalty.

Designed to meet the distinct needs of small to mid-sized businesses, Sage CRM SalesLogix delivers integrated Sales, Marketing, Customer Service, and Support, and Mobile automation solutions that adapt to your unique customer acquisition, retention, and development processes.

Sage CRM SalesLogix provides a complete CRM solution with low cost of ownership, rapid time to productivity, and high return on investment. Flexible and easy to use, Sage CRM SalesLogix readily accommodates growth and changing business requirements.

Sage CRM SalesLogix, the SMB CRM leader with more than 7,300 customers worldwide, is part of the Sage Software family of integrated business management solutions.

About Sage Software

Sage (UK) Limited offers leading business management software and services that support the needs, challenges and dreams of more than 500,000 small and mid-sized business customers in the UK. Its parent company, The Sage Group plc (London: SGE.L), supports 5.0 million customers worldwide.

For more than 25 years, Sage has delivered easy-to-use, scalable and customisable software for accounting, customer relationship management, human resources, time tracking and the specialised needs of accounting practices and the construction, distribution, manufacturing, nonprofit and real estate industries. For more information, please visit the website at www.sage.co.uk

For more information go to **www.saleslogix.com**

Or contact your certified Sage CRM SalesLogix Business Partner.
To find a Business Partner in your area call **0845 111 9988** or e-mail Sage at **crm@sage.com**

To register for an online demonstration to see how Sage CRM SalesLogix can help your business go to: **www.saleslogix.com/edemo**

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POWER TO RUN YOUR BUSINESS

The Sage logo consists of the word "sage" in a white, lowercase, sans-serif font, set against a dark green rectangular background.

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