MY CAMPAIGNS
E-Marketing Made Simple

Effective Marketing occurs when your message is (1) tailored to and (2) communicated consistently to the specific audience. For many businesses, E-mail marketing is the easiest and most powerful marketing strategy to effectively reach new prospects and existing customers. MY Campaigns' integration with MY Sales Arsenal provides the necessary insight to segment your existing customer base, develop targeted campaigns, deliver thousands of emails per day, and measure the success of those campaigns through analytics. In addition, MY Campaigns allows for the importing of outside prospect databases and the management of separate marketing campaigns. Here are key feature of MY Campaigns:

➢ *Target List Generator* – Segment your existing customer database or imported purchased lists to develop a custom targeted list based on industry, location (country, state, city, or zip code), and assigned company representative. Other sort variables can be customized. MY Campaigns can distribute thousands of emails on a daily basis.

➢ *E-Mail Template* – Develop standardized marketing templates with company branding and stylization that is used by the entire organization to deliver a consistent theme and value proposition to each targeted audience. Each template can be tracked to determine best practices to make the overall message more effective. The ability for recipients to opt out is always included to remain compliant with government regulations.

➢ *Campaign Wizard* – Provide your sales teams with a tool to easily produce e-mail blast campaigns based on a representative's specific territory, products and services, and prospect type (new or existing) while your business maintains control over key inputs.

➢ *Campaign Analytics* – Analyze each e-mail campaign – who viewed the e-mail and how many times, who did and did not receive the e-mail, how many e-mail addresses bounced or recipients opted-out. As prospects convert to leads, analyze the return on investment per campaign by number of leads, number of wins, and the overall financial impact – revenue versus costs.

➢ *Web to Lead Forms* – Avoid duplicate data entry and become efficient by being able to easily convert outside email addresses and information from prospects to leads to opportunities.

➢ *Automatic Data Scrub* – Allow the system to scrub your databases for e-mail addresses that opt-out or are not delivered to ensure the campaign analytics are accurate and the delivery process is efficient.

➢ *Automatic Reply* – Start building good communication by sending an automatic reply to those prospects that open your e-mail to build on the interest shown.

MY Campaigns can also be used to distribute newsletters to stay close to your customers and prospects. An all in-one e-marketing solution like MY Campaigns allows small and medium sized businesses to proactively compete for business outside traditional boundaries without breaking the bank. People like to do business with people they know, and with MY Campaigns, a business has the tools for building a productive, long-term relationship.

MYTrueCloud
Going to New Heights

Extending Customer Relationship to the Organization and Beyond

Drive Growth, Profitability and Customer Satisfaction by Unlocking Access to Information

MY SALES ARSENAL - Contact & Opportunity Management
Configurable Dashboard (Tile Technology)
Lead and Pipeline Management
Project Management and Customer Support
Workflow

MY CAMPAIGNS - E-mail and Newsletter Campaign Management
Campaign Analytics
Self-Cleansing Database Administration