Interactive
Email & Web Site Marketing

Everything You Expect From Email Marketing... And More!

Email marketing campaigns that . . .

Instantly notify you who is interested
- Advise your sales team at the moment of interest
- Alert them by text or email to enable immediate follow-up

Tell you how interested they are
- See *all* pages they visit on your web site
- Prioritize your leads based upon level of interest
- Get to opportunities while they are HOT
- Know when they are interested; days, weeks or months later

Kick start your sales process immediately
- Send literature on a single click
- Set a phone call alert in your CRM system
- Register event participants on a single click

Automatically update your CRM system
- See tracked behavior for each contact in history
- Automated opt-out management
- Manage malformed & undeliverable email addresses
- Update database fields for future target marketing

Start a dialogue with your audience with web page hyperlinks embedded in your GoldMine® email and benefit from:

➢ "Intelligent" hyperlinks you create and insert into professional email templates using **WYSIWYG HTML editor & template library** (or use your own existing templates)

➢ Hyperlinks clicked, web pages visited, opens & unsubscribes are added <u>automatically</u> to the GoldMine® contact record

➢ Go **"beyond the click"** and see all web site pages visited, instantly saved to the contact record –- Even if they return days, weeks or months later!

➢ **One click call to action** features to send literature or register for an event further engage your audience and automate timely response

➢ Accelerate your sales follow-up process with **phone call & email alerts** instantly sent to designated recipients at your company

➢ **Measure customer engagement** by scoring tracked results for your contacts; Trigger follow-up actions based upon their interest levels

➢ Reports that provide **metrics & actionable information** for each email campaign

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Intelli Click

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