

OUTREACH||IT

CRM!ADDON

E-marketing of the highest level with e-mail, fax and serial letters

- Direct marketing
- Target group definition
- iCalendar
- Bounce e-mails
- Drip-marketing-campaigns
- E-Mail reminders
- Newsletters in bulk (postal, fax, e-mail)



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Convincing e-marketing with OUTREACH|IT

Pointing out a new offer to potential interested parties, boosting christmas sales or simply to make sure you are not forgotten – e-marketing via e-mail offers a dialog with your customer. The special advantage is to address the contact personally, so that he or she receives offers and news which are tailored to their interests and needs.

Personal address instead of formal personalization

Besides sending e-mails and newsletters as well as faxes, this programm can do much more than can be achieved with an e-mail connector. One of it's benefits is that bounced e-mails are sorted out which means your data base is contantly updated. You also decide in OUTREACH|IT the when, where and to-whome an e-mail, fax or serial letter is to be sent– so that a personilzed e-mail distribution turns into a campaign, that your customers are not only addressed formally but also personally.

Comfortable e-mail-marketing for explicitly defined groups

Personalized e-mails and campaigns that are directed at various target groups can easily be created in OUTREACH|IT, which can be aquired from us directly. It is a ADDON for Act! CRM-software which must be installed for OUTREACH|IT to work as needed. Act!'s own e-mail-connector offers a variety of options for your e-marketing. OUTREACH|IT simplifies this and makes it more comfortable. It allows you to reach large target groups or - contrary to this - to concentrate on explicitly defined sub-groups.

Avoid European legal limitations

The Act! e-marketing tool saves contact data on Swiftpage servers, either long term oder short term. European law does not allow companies to save contact information on US-company-ownd servers, because these are not considered "safe harbors" unless you have a written statement from the contact stating otherwise. OUTREACH|IT does not save contact data anywhere but instead uses data from your company database which is generally saved either locally or on a nearby server. This way you have no trouble whatsoever with legal limitations of any kind.

CRM!ADDON

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We offer extensive Act! and add-on information and tips at www.crmaddon-factory.com

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