

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

### **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.

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We offer extensive Act! and add-on information and tips at [www.crmaddon-factory.com](http://www.crmaddon-factory.com)

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