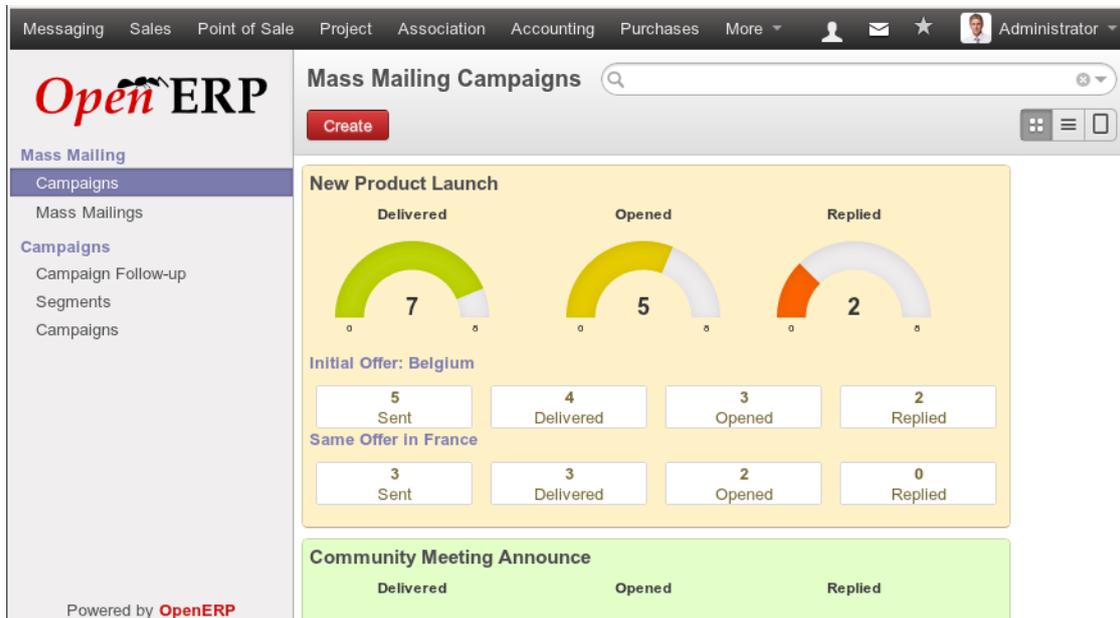


Mass Mailing Made Easy

Design, Send, Track Emails

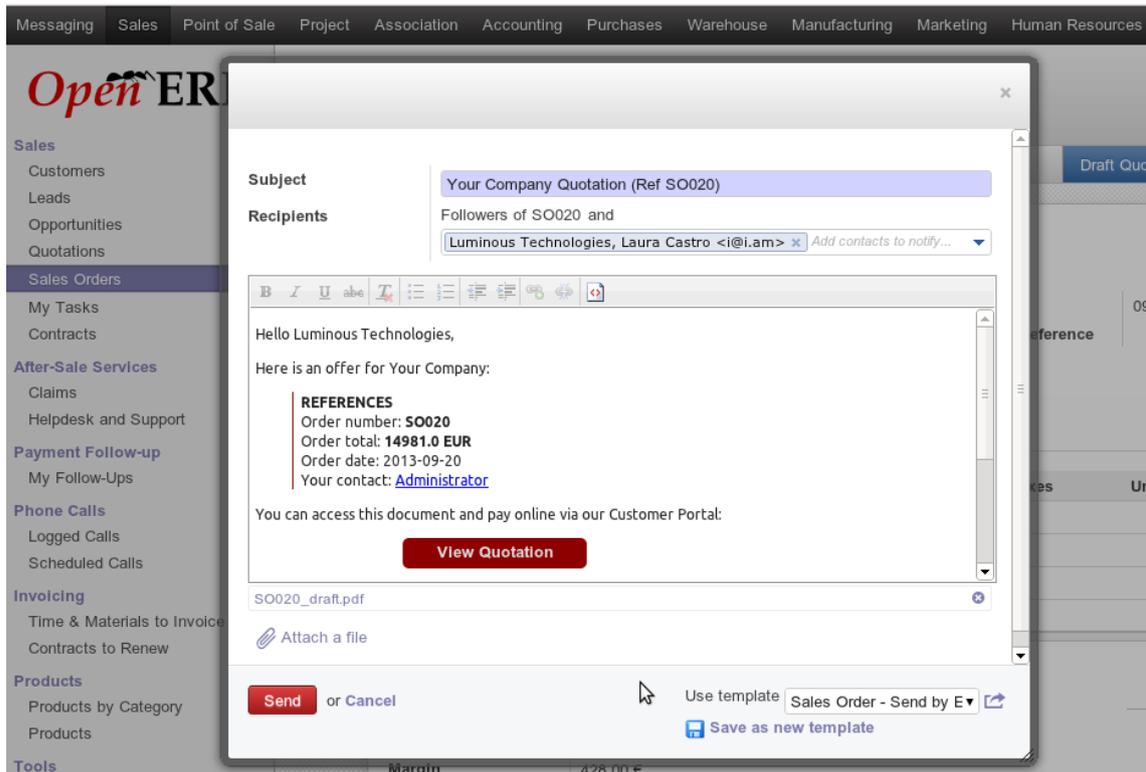


Easily send mass mailing to your leads, opportunities or customers. Track marketing campaigns performance to improve conversion rates. Design professional emails and reuse templates in a few clicks.

Send Professional Emails

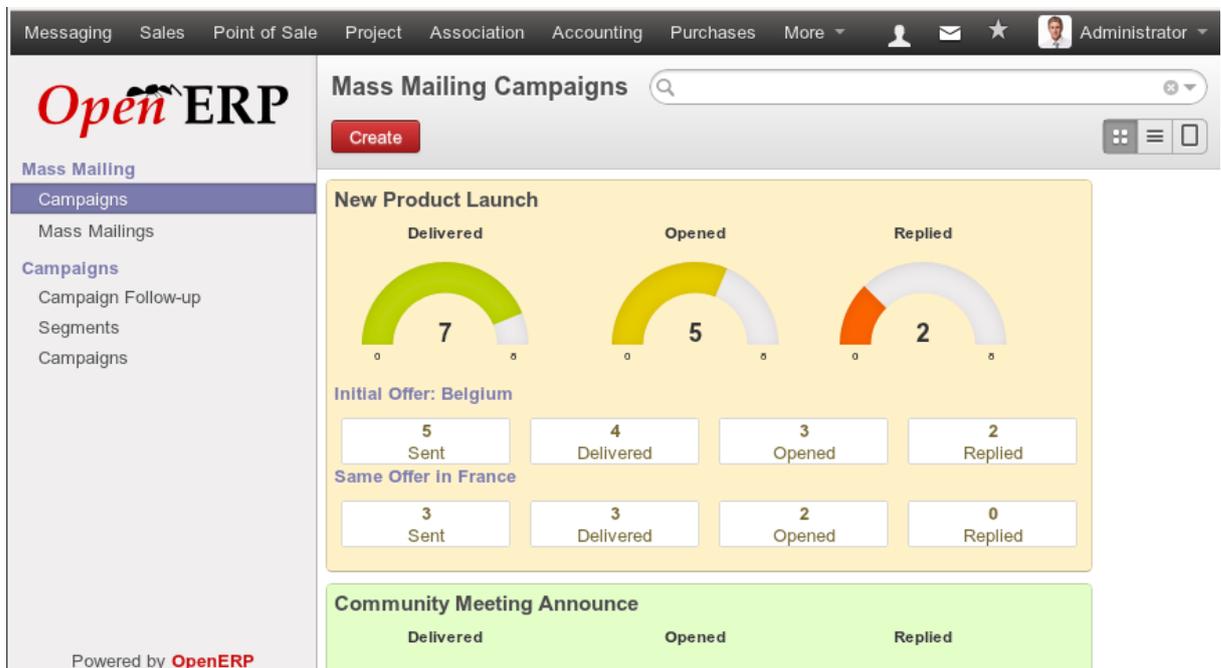
Import database of prospects or filter on existing leads, opportunities and customers in just a few clicks.

Define email templates to reuse content or specific design for your newsletter. Setup several email servers with their own IP/domain to optimise opening rates.



Organize Marketing Campaigns

Design, Send, Track by Campaigns



Get real time statistics on campaigns performance to improve your conversion rate. Track mails sent, received, opened and answered.

Easily manage your marketing campaigns, discussion groups, leads and opportunities in one simple and powerful platform.

Integrated with OpenERP Apps

Get access to mass mailing features from every OpenERP app to improve the way your users communicate.

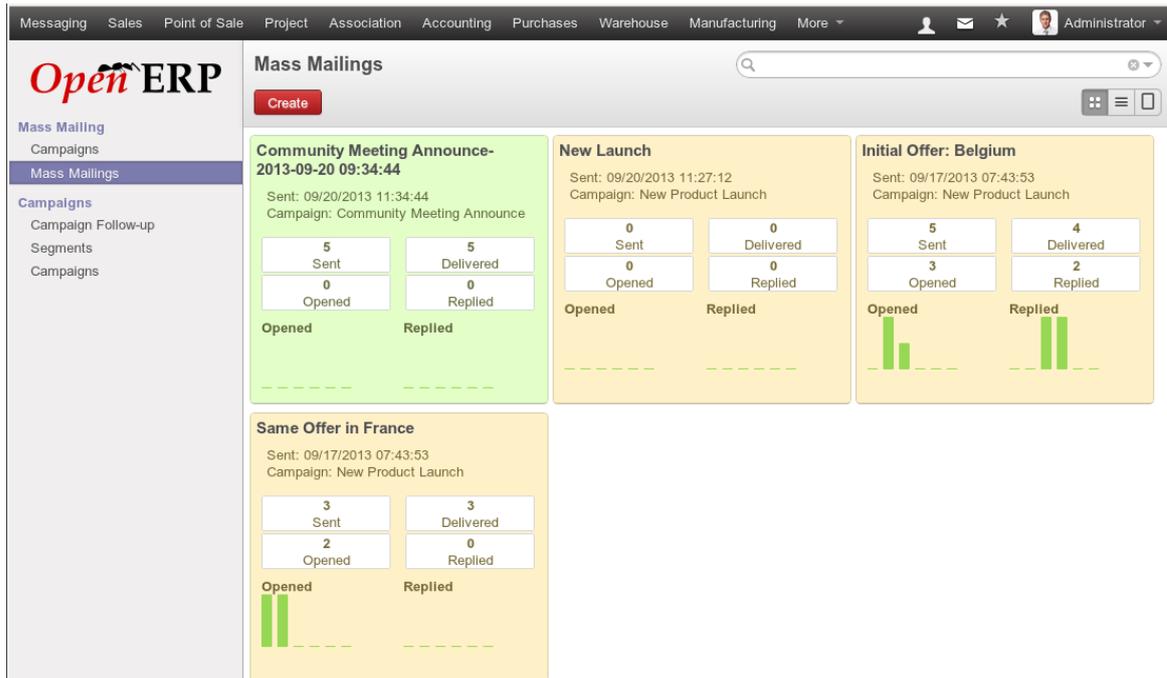
Send template of emails from CRM opportunities, select leads based on marketing segments, send jobs offers and automate answers to applicants, reuse email template in the lead automation marketing campaigns.

Answers to your emails appears automatically in the history of every document with the social network module.

The screenshot displays the OpenERP interface. On the left is a navigation menu with categories: Project (Projects, Tasks, Issues), Invoicing (Contracts to Renew, Invoice Tasks), and Configuration (Stages, Project Issue, Tags). The 'Tasks' menu item is highlighted with a count of 38. The main area is titled 'Tasks' and includes a 'Create' button and a link to 'Add a new column'. Below this are two columns: 'RD Backlog' (11 items) and 'RD Spec' (2 items). The 'RD Backlog' column contains two task cards: 'Americanization of accounting configuration' (RD India, 8 New) and 'hr_payslip : create a payslips for two months or more calculation not correct.' (RD India, 3 New). The 'RD Spec' column contains one task card: 'PayPal transaction fees paid by customers [AWU]' (RD India, 2 New). Each task card includes a status indicator (green dot or grey dot), a star icon, a user profile picture, and a '0' in a circle.

Clean Your Lead Database

Handle bounce and conversion rates



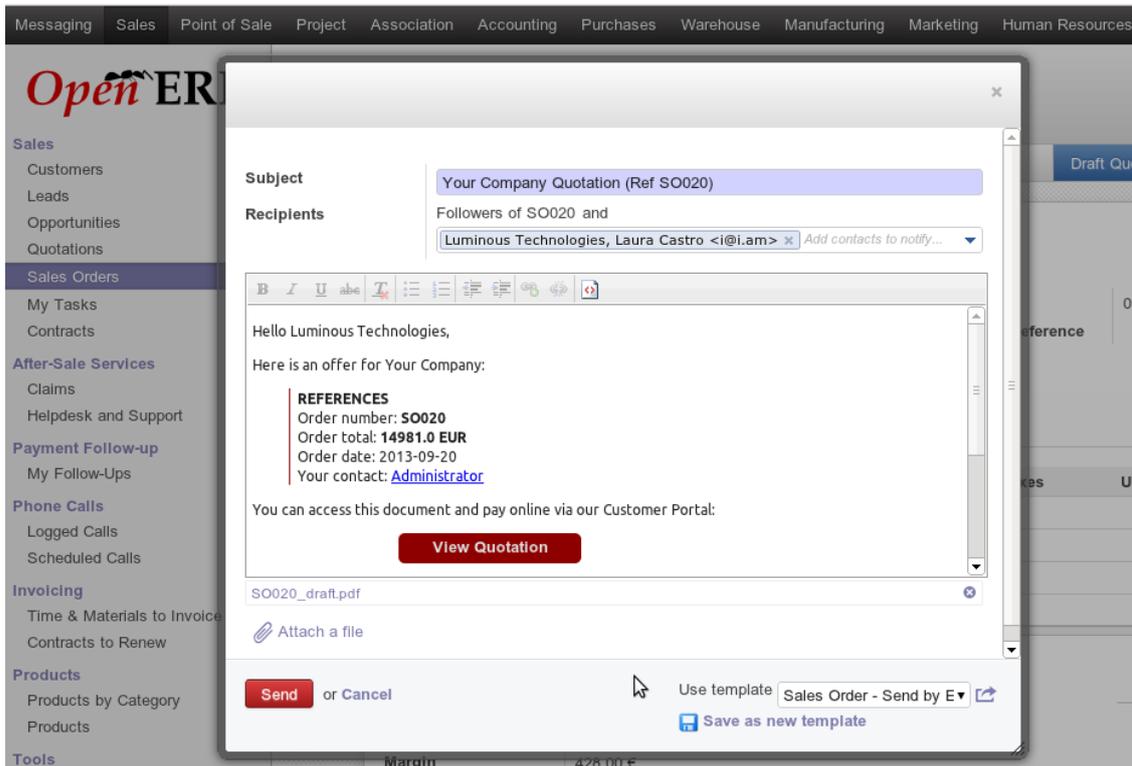
Get a clean lead database that improves over the time using the performance of your mails. OpenERP handle bounce mails efficiently, flag erroneous leads accordingly and gives you statistics on the quality of your leads.

One click emails send

Select any documents, send emails

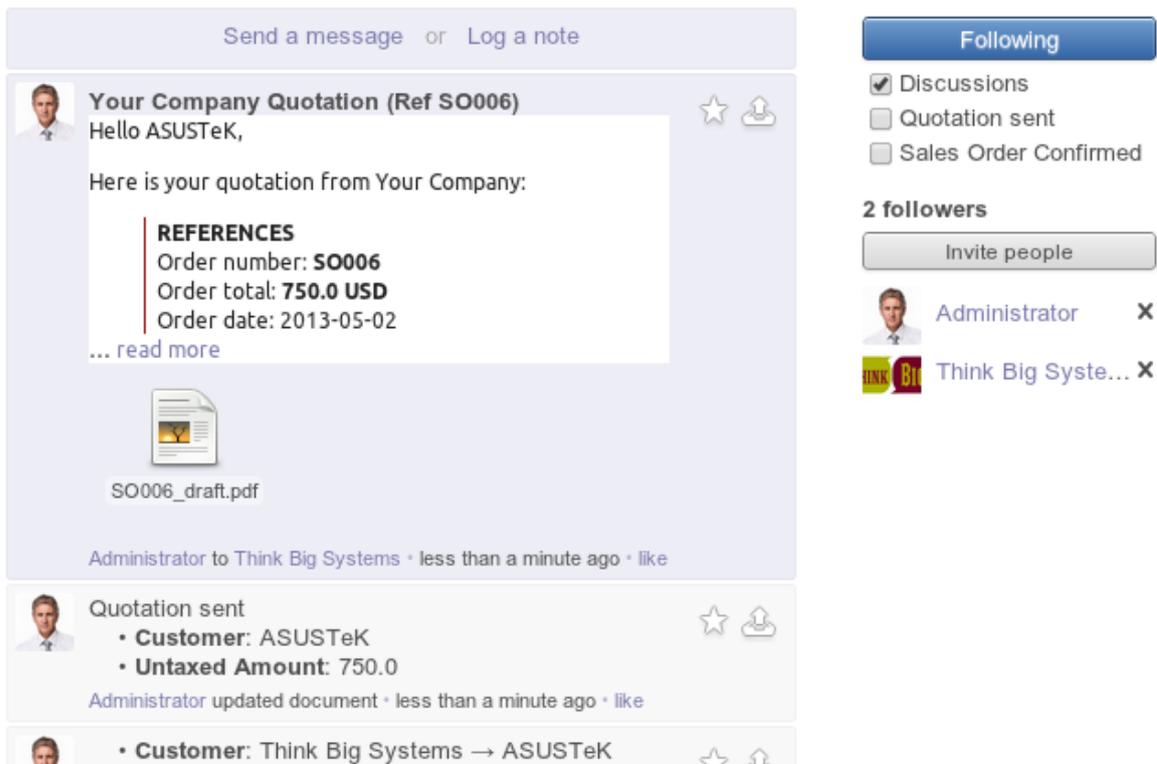
The marketing department will love working on campaigns. But you can also give a one click mass mailing facility to all others users on their own prospects or documents.

Select a few documents (e.g. leads, support tickets, suppliers, applicants, ...) and send emails to their contacts in one click, reusing existing emails templates.



Follow-up On Answers

Communicate efficiently with prospects



The chatter feature enables you to communicate faster and more efficiently with your customer. Get documents created automatically (leads, opportunities, tasks, ...) based

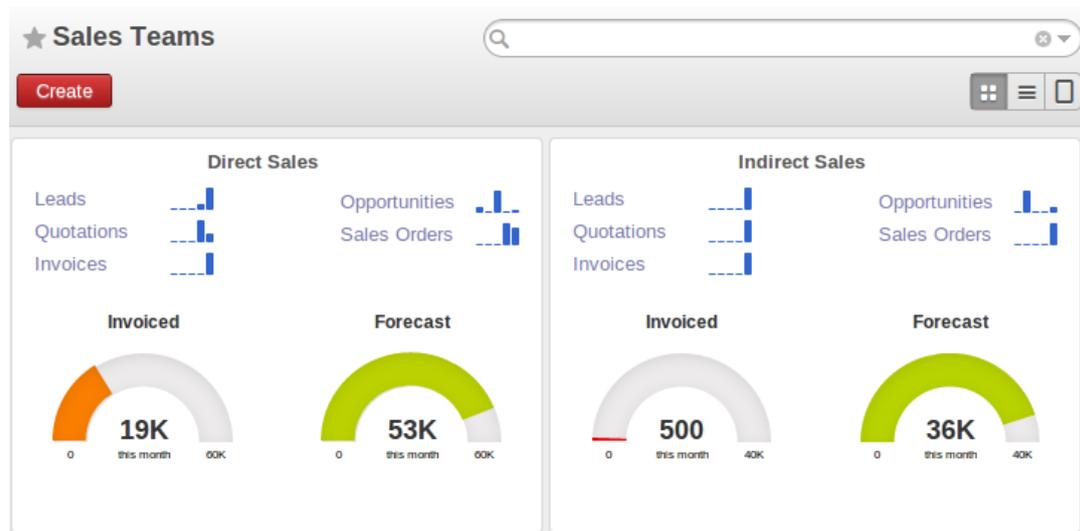
on answers to your mass mailing campaigns Follow the discussion directly on the business documents within OpenERP or via email.

Get all the negotiations and discussions attached to the right document and relevant managers notified on specific events.

Campaigns Dashboard

Analyse the performance of your campaigns

Get the insights you need to make smarter marketing campaign. Track statistics per campaign: bounce rates, sent mails, best content, etc. The clear dashboards gives you a direct overview of your campaign performance.

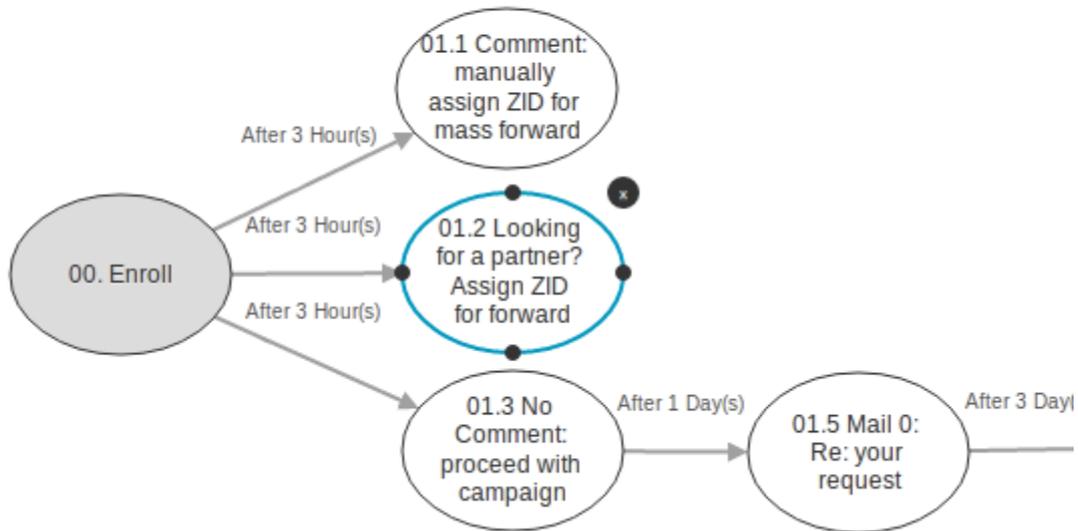


Fully Integrated With Others Apps

Efficient mailing for every users

Lead Automation

Partnership Campaign



Define automated actions (e.g. ask a salesperson to call, send an email, ...) based on triggers (no activity since 20 days, answered a promotional email, etc.)

Optimize campaigns from lead to close, on every channel. Make smarter decisions about where to invest and show the impact of your marketing activities on your company's bottom line.

Website Forms

Your Name

Phone Number

e.g. (+32).81.81.37.00

Email

Your Question

Send

Integrate a contact form in your website easily. Forms submissions create leads automatically in OpenERP CRM. Leads can be used in marketing campaigns.