



CRM Innovation

Functional Enhancements for Dynamics CRM

so easy even a marketing manager could do it

Email2CRM

Integrated email messaging with web analytics



**CRM 4.0 business class messaging at
small business prices in partnership
with VerticalResponse**

CRM Email Messaging done right!

The Email2CRM integration application connects your CRM Organization Database with the VerticalResponse business class email marketing engine.

Email Marketing

- Complete integration with CRM of all email marketing data.
- Manage and view all marketing lists, campaigns, and analytics inside of CRM.
- View sent emails in the recipient's history inside of CRM.
- Use workflow to trigger business logic in response to click thru behavior.
- Business Class Email Marketing Engine ensures a high deliverability rate.

Web Insight

- Google Analytics Integration
- Campaign information integrated into CRM
- View website visitor page activity in CRM
- One stop view for all CRM website activity

It's that easy - No Code on Server!

This solution works with CRM 4.0 OnLine, OnPremise and Partner Hosted. Free trials of the VerticalResponse email system – see for yourself.

Check it out at

<http://www.CRMinnovation.com/email2crm>

Microsoft
GOLD CERTIFIED
Partner



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