

Email2CRM Overview and Price List

Integrated email messaging with web analytics



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Email2CRM is a hosted Software plus Services application. The system provides full integration with CRM 2011 & 4.0 Online and CRM OnPremise implementations configured for IFD mode or thru the firewall. There is no software to install on the CRM server excluding the import and publishing of the customizations (custom entities) to record the email and web activities. The Email2CRM connector resides in the 'cloud' to connect your CRM Organization database with the VerticalResponse business class email marketing engine.

Email Marketing

- Business Class Email Marketing Engine – ensures a high delivery rate
 - Email design & creation tools
 - Free image hosting
 - Free customer support
 - Template Gallery
 - Image Storage
 - Reporting and Tracking
 - Open, Bounces, Unsubscribes
 - Click-through performance
 - Forward to a friend
 - Web Signup form
 - CAN-SPAM Compliance built-in
- Complete integration with CRM of all email marketing data
- Database of Record Intelligence to simplify management, analytics and reporting
- Profile Management – optional feature

Web Insight

- Google Analytics Integration
- Campaign information integrated into CRM
 - Track visitor activity back to CRM
 - View page activity in CRM
 - One stop view for all CRM users
- Integrate business logic using workflow rules
- Included in subscription fee – no per page or sync fees

Pricing

Email2CRM Connector Setup - \$795. Our trained professionals will personally walk you through all the steps in setting up the system via a screen share. This also includes the first time synchronization of

VerticalResponse and CRM marketing lists. For existing VerticalResponse users we also include the transfer of legacy analytics data from VR to CRM.

Email2CRM Subscription - \$995/year. This covers the licensing of the connector, which provides the two way integration between your CRM organization and VerticalResponse account. Maintenance, product upgrades and email/phone/screen share support are included at no charge as part of the subscription.

VerticalResponse Email Account

Pay as you go pricing based on emails sent. This pricing is independent of the number of members on your mailing list and has no monthly minimums. You just pay for the emails you send. Email credits expire 12 months after the purchase date. One email credit = one email sent.

Number of Emails Credits	Cost per Email	Cost per 1,000
10,000 – 25,000	.012	\$12.00
26,000 – 50,000	.01	\$10.00
51,000 – 100,000	.0085	\$8.50
101,000 – 500,000	.0075	\$7.50
501,000+	Call for quote	

The connector includes synchronization with one VerticalResponse account. If your environment requires multiple VR accounts, each additional VR account that is being synced is a \$250/year subscription adder. Most clients do not require this unless they have significantly different business units each requiring its distinctive branding, physical address, etc. Consult with us to determine if this is applicable to your business environment.

Options, priced separately

- Online Surveys
- Postcard Integration