



Maximize your Marketing and Improve ROI

Key Features

- Zero footprint web client
- Plan campaigns with configurable workflow and collaboration
- Keep track of leads
- Capture and assign leads automatically
- Integrated view of the customer
- Robust campaign management
- Track and measure ROI from campaigns
- Slice and dice information to get insights
- Execute targeted e-mail and direct mail campaigns
- Leverage cross-sell and up-sell opportunities
- Manage campaign collateral centrally
- Manage opt-in / opt-out preferences
- Plan activities and tasks
Calendar view of multiple activities
- Advanced Outlook Integration
- Multi-level group security and SSL support
- Built to adapt – configure and customize to match the way you work
- Up and running in days
- Enforce business process Rules
- Part of a complete CRM solution

Soffront Marketing helps you acquire, retain and grow profitable customer relationships. Soffront Marketing provides a closed loop system to continuously measure and improve ROI from campaigns. You can execute personalized & targeted direct and electronic campaigns to acquire new prospects and strengthen existing relationships. With Soffront Marketing, you make the most of your critical business information, generated across various touch points.

Robust Campaign Management

With Soffront marketing, you can manage all campaign information in one place. The person responsible, start date, end date, cost and the external contact persons are all available for easy reference. Key documentary evidence like contracts can also be attached to the campaign. Establish workflows for your campaign management process (design, approve, roll-out stages etc) and plan activities for the campaigns and the configured workflow.

Measure Your Revenue

Measure and understand the effectiveness of your marketing initiatives. Soffront Marketing not only tracks response rates and ties revenue to specific campaigns, but also enables you to analyze marketing campaigns using pre-built ROI reports. Reports on campaign effectiveness combine campaign response analysis with budget to show the complete ROI achieved by each marketing initiative.

Mine Information to Gain Insight

You have powerful querying and reporting features to slice and dice information to optimize your marketing strategy. You can do this without any IT assistance. Is there a segment more receptive to your solution? Is there a common thread among those who responded to a campaign? Render the reports in attractive graphical formats including pie chart, bar chart and trend graphs.

Identify Cross-sell and Up-sell Opportunities

You can create and run queries to identify possible cross-sell and up sell opportunities in your customer base. For example, an entertainment company can identify customers who purchased a CD title and target a campaign offering them a new title. Create and run a campaign to address the identified opportunities.

Execute Targeted E-Mail, Direct Mail and Tele-Marketing Campaigns

You can create and execute targeted e-mail campaigns. The email campaign manager creates text or HTML messages. Personalize the messages by using 'mail merge' fields and target it to specific section of your database, by creating filter queries.

You can create and send personalized direct mailers to your contacts. It is integrated with Microsoft Word to create and print campaign messages in document format for the target audience.

Campaign->Stage	Run Date	Channel	Cost	Targeted	Sent	%Sent	Tracking	Hyperlinks	Clicks	CTR	CPC
Welcome new prospects ->Email Stage(Message#1)	3/8/2005	Email	\$25.00	8	5	62.50%	Email read	EmailTrackingURL	2	40.00%	\$12.50
							Click Through	http://www.soffront.com	3	60.00%	\$8.33
							Conversion	http://www.soffront.com/Custom...	1	20.00%	\$25.00
								http://hplap02/TWLeads/Mission...	1	20.00%	\$25.00
Welcome new prospects ->TM Stage(Message#3)	3/8/2005	Tele marketing	\$250.00	5	5	100.00%					
Welcome new prospects ->DM Stage(Message#2)	3/10/2005	Direct marketing	\$200.00	6	6	100.00%					

Campaign->Stage	Run Date	Channel	Cost
Welcome new prospects ->Email Stage(Message#1)	3/8/2005	Email	\$25.00
Welcome new prospects ->TM Stage(Message#3)	3/8/2005	Tele marketing	\$250.00
Welcome new prospects ->DM Stage(Message#2)	3/10/2005	Direct marketing	\$200.00

Marketing ROI Report



Marketing Manager Dashboard

Integrated View of the Customer

All account related information - address, contacts, notes, activities, Quotes, POs/Invoices, contracts and support tickets are available in one place for easy reference. You can access all critical business information generated across various touch points.

Get up & Running in Days

Implementing your CRM solution need not be expensive. Soffront guarantees successful implementation in days! Soffront products are built to offer you unmatched adaptability and ease of use. With our Smooth Start package, you get the out-of-the-box installation, configuration and customization, and the initial training, to be up and running rapidly.

Easy Configuration and Customization

With Soffront CRM, configuring and customizing your solution to match the way you work is easy. You choose what you see immediately after login by configuring a startup query. You access your favorite queries/reports using a sub-menu. You can add new fields, create tables and design forms to suit your needs.

Advanced Outlook Integration

Soffront Marketing seamlessly integrates with MS Outlook to maintain one central calendar and activity schedule. You can access your Outlook e-mail, compose and send messages from your browser, within the Soffront application. You can export and import contacts and activities to and from Outlook to facilitate easy interoperability.

Flexible Licensing

Soffront offers an end-to-end CRM solution. However, because the Soffront solution is modular, you don't need to deploy the entire solution at once. Select the modules you need today, and activate the rest when you are ready.

The Soffront Advantage

- Over 13 years of product maturity
- Unmatched adaptability
- Deployed in days
- Zero footprint web-client

Marketing Automation

- Email Campaign Engine - create email templates including merge fields from database. Create and execute email campaigns using templates. Monitor campaign response and measure and collect data on Open, Click Through, Opt out and bounce-backs
- Marketing Campaigns - create, edit, manage and run multi step and multistage Campaigns including mailings and emails. Measure Campaign response.
- Campaign, Campaign Stage, Campaign Message, Campaign Run objects.
- Effective scoring and profiling options based on leads and Contacts.
- Pre-built ROI reports.
- Leads management – automatic capture and assignment of leads from campaigns and email enquiries. (Requires Leads Module)
- Subscription management (opt-in and opt-out model).
- Campaign automation and scheduling facility.
- Soffront Survey Module (Option for Marketing Module)
- HTML Editor (Optional): Create and edit HTML templates for use in email campaign. Insert fields from database into email, edit and format text, graphics, create links and set links to monitor click though.
- Standard dashboard configuration, reports and queries for Marketing Manager role.
- Workflow and process management

Base features included in all configurations

- Create, configure and manage user groups and users.
- Calendar and Task Management
- Configurable Dashboards.
- Full Email functionality including reusable email templates.
- Standard report writer, with Drill down Graphical and Matrix reports.
- Integrated with MS Word to create, edit, and link documents from templates.
- Data management tools– easily copy, batch update/delete and merge records.
- Ad-hoc and complex querying capabilities including direct SQL queries.
- Data import and export capabilities.
- Integration with Active Directory and LDAP.
- Business Rules & Notifications.
- Escalation Rules for all Modules.
- Linking Rules.
- Sales Rep and Helpdesk Agent Assignment Rules.
- Customize tables, fields, views and pick-lists.
- Define relationships between all tables.
- Create and customize workflows through system.
- Scripting interface and documented API with examples.

Add-Ons

- Integration with Outlook: Calendar, Contacts and Email.
- Mobile and PDA Server
- Offline Client and synchronization Server
- Knowledge Management— Create, edit, manage, publish searchable knowledge database.



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