

Sage CRM MME provides powerful tools for managing, tracking and analysing targeted marketing campaigns. It is an easy-to-use application that provides hundreds of marketing users with the tools to target the right customer at the right time, eliminate guesswork and put your company's marketing resources to their best use. Assign, schedule and track marketing activities and view every detail of each campaign at a glance.

Features

- Campaign Management
- Segmentation & Groups
- Outbound call management
- Email Management

- Campaign Reporting
- Lead Management
- List Management
- CTI Connector

Build a Detailed Profile of Your Audience

Sage CRM MME enables you to build up a detailed profile of your customers and prospects over the course of the relationship. Lists can be assembled based on multiple criteria from your database, responses to campaigns can trigger sub-lists for the next stage of the campaign with successful responses moved to sales and non-responses kept on a reminder list or removed if so requested. This information can be stored, reported, and segmented for future campaigns.

Marketing Evaluation Tools

With Sage CRM MME you can view your campaign status at any time and evaluate return on investment (ROI). Analyse marketing campaigns by lead source or evaluate other important campaign details by using sophisticated, user-friendly tools and reports. Sage CRM MME not only tracks response rates, it also lets you match sales revenues to specific campaigns, providing immediate cost vs. sales analysis data.

Manage Your Marketing Mix

Sage CRM MME enables you to manage and track every element of your campaign. View activities, objectives, leads generated and lead follow-up. You can drill down to specific activities within a campaign including communications, opportunities, responses, budget, actual cost and lists of prospects. This in-depth view of your campaigns allows you to eliminate the guesswork and put your company's marketing resources to their best use.

Control Your Telemarketing Campaigns

Sage CRM MME provides telemarketers with the tools they need for effective telemarketing. Calls can be automatically scheduled for the telemarketers and the outcome of the calls can trigger the development of the next stage of the campaign. Details of calls can be saved and shared throughout all departments for future reference. Call length and outcome recording capabilities are built-in, plus a connector to CTI allows all the call automation and recognition tools that your company has to be integrated into your CRM solution.

With Sage CRM MME you can track every phase of your marketing campaigns and provide meaningful analysis

Get powerful and flexible profiling of your customers and prospects based on your criteria and direct integration to mass email and marketing functionality

The screenshot shows the 'Campaign Summary' page for 'TimeNEExpense Marketing Campaign'. It displays campaign details such as Name, Start/End dates, Budget, and Actual Cost. Below this, there are sections for 'Waves' and 'Wave Activities', listing various marketing tasks like 'Teaser Mailshot - Part 1', 'Email 2shot', and 'Web Site Show Registration'.

The screenshot shows the 'Target Lists for Company' page, displaying a list of 507 companies. The table includes columns for Company Name, Segment, First Name, Last Name, Phone, and Title. The list is filtered to show 'US Companies in Finance Banking and Insurance'.

Exclude	Company Name	Segment	First	Last Name	Phone	Title
<input type="checkbox"/>	Belkin Rover	Manufacturer	David	Roy	44 1224 731 3217	Consultant
<input type="checkbox"/>	Bellway Ltd	Manufacturer	Dawn	Rowe	44 1926 729 3167	Consultant
<input type="checkbox"/>	Blackwell	Manufacturer	Denis	Rockett	44 1628 713 930	Customer Relations director
<input type="checkbox"/>	Blakemore Motoring	Professional Services	Denis	Robinson	44 1923 711 6912	Customer Relations Mgr
<input type="checkbox"/>	Blue (B3)	Professional Services	Denise	Robinson	44 1904 711 9012	Customer Relationship Manager
<input type="checkbox"/>	Bornsgaard Ltd	Finance / Banking / Insurance	Derek	Roberts	44 115 696 9011	Customer Services Manager
<input type="checkbox"/>	Bournemouth & Hampshire Water	Finance / Banking / Insurance	Dies	Roberts	44 1988 696 9012	Customer Services Manager
<input type="checkbox"/>	Bradford Building Society	Finance / Banking / Insurance	Dominic	Ritchie	44 207 696 2121	Customer Services Manager
<input type="checkbox"/>	Bradstock Marketing Co Ltd	Manufacturer	Donald	Rieschel	44 1506 694 115	Customer Support Manager
<input type="checkbox"/>	Brake Systems	Professional Services	Douglas	Ridlington-White	44 1895 693 9667	Data Planner
<input type="checkbox"/>	Brantham (Manchester)	Professional Services	Douglas	Ridgeway	44 208 692 5801	Data Processing Executive
<input type="checkbox"/>	Breakaway Capital Plc	Professional Services	Douglas	Richards	44 1772 689 5801	Database and Research

Sage CRM MME Marketing Feature List

Campaign Management

- Assign, schedule and track marketing activities within a campaign and view every detail of each campaign at a glance
- Drill down to specific activities within a campaign including communications, opportunities, responses, budget, actual cost and lists of prospects
- Segment your audience (based on product interest, demographics etc)
- Retain successful data for future campaigns

Segmentation & Groups

- Segment customer and prospect lists using user-friendly tools
- Deliver targeted messages to select target audience
- Export marketing lists to Microsoft Excel for external agencies

Outbound Call Management

- Easily integrated into any marketing campaign
- Target lists and calls can be allocated and scheduled
- Schedule follow-up calls at times convenient for prospects and customers
- Details of calls can be saved and shared throughout the company

Email management

- Make it easy to distribute mass e-mail by providing the ability to send HTML, email, create email templates and send attachments
- Store all communications about a particular campaign, so that employees can easily look up the exact email message received by a specific customer or prospect

Campaign Reporting

- Get real time information into the success of individual and ongoing campaigns by tracking them from initial lead generation right through to close
- Match sales revenues to specific campaigns, providing immediate cost vs. sales analysis data
- Analyse marketing campaigns by lead source by using user-friendly tools and reports

Lead Management

- Qualify lead into your chosen criteria for follow-up
- Prioritise leads ensuring a lead never gets lost or goes cold
- Lead tracking enables you to view the lead at every stage

List Management

- Create target lists from selected criteria, re-use successful campaign lists or import mail house lists
- Merge documents with target lists for mass mailouts
- Create interactions, recording marketing piece sent for future reference

Call Sage on 0845 111 9988 for further information



Sage CRM Solutions

Sage CRM provides CRM Solutions to mid-sized enterprises. With 16 years experience in the development of products that provide businesses with the ability to manage and report on all customer-centred activity. There are over four million users of our CRM solutions, which can either stand alone or be fully integrated into existing systems, to give a single view of all customer and contact activity.

Sage CRM MME is an easy-to-use, fast to deploy, feature rich, low cost of ownership CRM solution designed to introduce the real benefits of CRM to middle-sized companies.

Sage CRM MME aggregates individual and group efforts across sales, marketing and support teams making people and companies more efficient at their roles.

Sage CRM MME delivers the tools entirely through a browser to take advantage of the huge efficiencies that the Internet offers in delivering business applications whether the system is hosted on the user's premises or by us.

Sage CRM MME, formerly known as ACCPAC CRM, is deployed in hundreds of sites worldwide and is used by thousands of users each day helping them to work more effectively.

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