

eCRM Solutions

With DataGlyphics CRM solutions, your sales and marketing teams gain a powerful Web-based system tailored to meet their precise business practices.

www.datag.com

Technology
that means
Business

Contact Manager::

Starting with lead capture, Contact Manager can be integrated with your public Web site to capture, qualify and assign new sales leads. Once entered into the system, leads are assigned ownership and tracked through qualification and transfer. At this point, marketing and sales personnel can create events and search/associate leads with specific user-defined events. User-defined touch logs also allow you to track all phone, email, Web and in-person interactions with contacts.

Contact Manager also features an online reminder system integrated with your Web-based or shared calendars. The reminder system enables you to schedule tasks via specific dates or time periods, and reminders are color-coded to provide a quick visual of upcoming and past-due events.

Advanced searching capabilities allow you to search the entire contact database via unlimited user-defined parameters. You can search on a variety of demographic data or events -- or both! For example, you could search for all contacts in the 727 area code that received an email from you within the past 30 days. And once that search is completed, you can export the results or instantly create an automated bulk email campaign aimed directly to those contacts.

For exporting, Contact Manager is tied into the dlmEx application -- a proprietary solution that simplifies importing and exporting of data into multiple database and file formats. Contact Manager is also integrated with MailMan, which means you can quickly conduct a search and then create, run and manage bulk email campaigns directly from Contact Manager.

MailMan::

MailMan is an intuitive, Web-based bulk email solution that is fully integrated with DataGlyphics' Contact Manager, Content Editor and CustomSTATS applications. With MailMan, you can quickly and easily create, run and manage super-targeted mass emails via user demographics, imported contact lists, subscriber interest categories, purchase histories and more. It can also be tightly integrated with third-party CRM applications.

Scheduling is also simplified. MailMan allows you to create and launch campaigns based on user-defined generation triggers. For example, you could schedule an automated email blast to occur each time a news release is posted to your site. Or schedule emails based on date triggers -- such as tradeshow or special events. Regardless of how you send -- DataGlyphics never charges a per email fee.

For complete e-marketing control, MailMan also provides powerful tracking and reporting capabilities. You can choose to track individual links within emails, landing page statistics, percentage of opened emails and more. MailMan also conforms to stringent communications regulations by enabling automated opt outs.

dlmEx [data Import and Export]::

A proprietary Web-based solution, dlmEx provides users with real-time compilation and exporting of queried online database information in multiple formats, as well as real-time importing of local database information to Web applications. dlmEx can export files as CSV, Access, Excel, PDF and more for use multiple third-party applications. Its distributed architecture enables simultaneous execution across multiple sites on just one dlmEx server, and it is also fully integrated with Contact Manager, Content Editor and CustomSTATS solutions.

EventSTATS::

EventSTATS is a Web service for enterprise-level event aggregation and reporting -- giving you a valuable view of your customers' online activities. An event is an action or series of actions, and EventSTATS captures events such as: email sent, end-user opens, jumps to your site, purchases product or service. Now you have critical data on the effectiveness of e-campaigns at each step. You can also pool stats from multiple sites or applications and use that data for security logging and user tracking.

eCRM Features:

- Batch import/export
- Sales reporting
- Event tracking
- Bulk email solution
- Contact management

eCRM Client Projects:

- RedVector.com
- Institute for Business & Home Safety
- Nokia Latin America

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