

# SALESLOGIX®

Sales **Marketing** Support eCommerce

The complete solution for managing, tracking, and measuring targeted marketing campaigns.

The Internet has changed how your customers do business...period.

In an era of 24x7 websites, customers not only choose who to do business with, but also how and when they do it. The challenge for your marketing team is far greater than just bringing customers to your business. It's about keeping them coming back.

Building lasting — and more profitable — customer relationships means executing effective, timely marketing initiatives across all of your sales channels. It is critical that your company's marketing resources are put to their best use.

SalesLogix Marketing provides sophisticated analytical tools and full-scale marketing campaign management — designed to identify the most profitable customers and shorten the sales cycle. Capturing rich, timely data from customer interactions across your organization allows you to develop meaningful "one-to-one" marketing programs.

Most importantly, SalesLogix delivers critical business intelligence like return on investment (ROI) for your marketing campaigns. So you can see which promotional programs work for your business — and change those that don't.



The mid-market CRM leader.™



### Use intelligent tools to mine your data

Analyze your prospect list with easy-to-use data mining tools. Using the MarketMiner™ Response Wizard, you can select the criteria of your ideal target prospect. MarketMiner mines your lists and rates each prospect — so you can find the most responsive audience for your campaign and increase your revenues.



Create and track all components of your marketing campaign easily and in one place.

### Manage campaigns end-to-end

Manage all the components of your campaign. Assign and schedule tasks for deliverables — then see every detail of your campaign at a glance. You can even associate forecasted vs. actual budget for each task and SalesLogix automatically rolls it up into the overall campaign.



Design custom campaign processes to quickly turn prospects into customers.

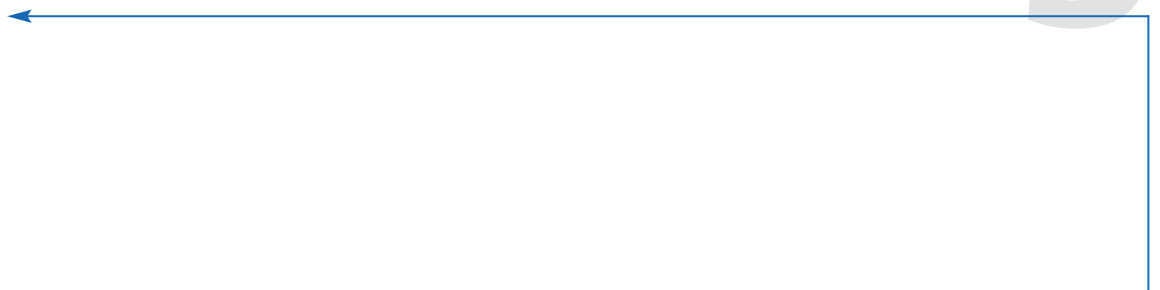
### Map your path to selling more

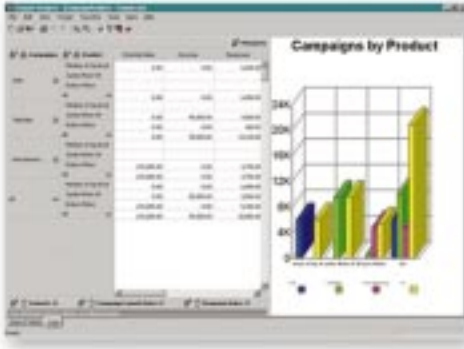
Graphically configure and assign custom processes — such as "Trade Show Lead" — to unique groups of prospects, and the follow-up tasks you assign are scheduled automatically. Push prospects through your pipeline even faster as SalesLogix can automatically assign leads to your sales team for follow-up calls.

### Instantly track responses to campaigns

Launch a campaign and track prospects' responses as they're added to your customer database. Or if you're marketing to your existing customers, simply track the date and call-to-action that they're responding to. Responses are rolled into your management view and automatically tracked for each campaign.

# marketing





Evaluate the effectiveness of your marketing campaigns using flexible, built-in Crystal Reports™.



Refine your marketing efforts by evaluating potential returns associated with each lead source.

### Measure ROI and report campaign metrics

SalesLogix not only tracks response rates, but also lets you tie sales revenues to specific campaigns using flexible, built-in reporting. So you can see what's working — and change what's not. You can analyze marketing campaigns by lead source — or evaluate other important campaign metrics using sophisticated Seagate Crystal Reports.

SalesLogix Marketing is a fully-integrated component of the SalesLogix.net customer relationship management suite. Other modules include Sales, Support, and eCommerce.

## Product Highlights

- Segment prospects by meaningful profiles
- Create custom campaigns for unique groups
- Automate campaign activity scheduling and follow-ups
- Assign “hot” leads based on dynamic business rules
- Track campaign success by lead source
- Analyze ROI and increase marketing efficiency
- Shorten the sales cycle and increase customer retention



## About SalesLogix

SalesLogix is a fully integrated, customer relationship management suite encompassing Sales, Marketing, Support and eCommerce components. Used by more than 3000 customers worldwide, SalesLogix solutions are:

- Highly customizable and proven.
- Right-sized for any situation.
- IT resource friendly.
- Affordable, offering a low total cost of ownership.
- Intuitive and designed for maximum user acceptance.
- Quickly deployable in LAN, Web or wireless environments.
- Focused on providing a rapid return on investment (ROI).

## About Interact Commerce Corporation

Interact is the leading provider of relationship management software for mid-market companies and small office/home office businesses.

The company is known for building products that are easy to use, quick to deploy, and provide anytime, anywhere access to critical information. The company's products include SalesLogix, the mid-market CRM leader (customer relationship management) used by over 3000 companies; and ACT!, the best selling contact manager used by more than 3 million professionals and 10,000 corporations. Through integration with leading back office software solutions, SalesLogix provides a complete view of the customer.

Both SalesLogix and ACT! dominate in their respective markets, including high tech, real estate, financial services, manufacturing, marketing and consulting industries. Interact products are sold in 60 countries worldwide both direct and through value added resellers. Headquartered in Scottsdale, AZ, the company can be found on the World Wide Web at: [www.interactcommerce.com](http://www.interactcommerce.com).

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For more information, go to [www.saleslogix.com](http://www.saleslogix.com).

Or contact your certified SalesLogix Business Partner. If you need to find a Business Partner in your area, call 1-800-643-6400.

To register for a "live" e-demo to see how SalesLogix can help grow your business, go to [www.saleslogix.com/edemo](http://www.saleslogix.com/edemo).

marketing

**SALESLOGIX®**