

## KEY FEATURES

- Campaign Management
- ROI Analysis
- Customizable Dashboards
- Marketing Workflow Automation
- Data Mining
- Opt-In and Opt-Out Campaigns
- Capture Leads from the Internet
- Traditional Leads Importing
- Customer Surveys
- Integrated E-Mail and Fax
- Contact Group Management
- Letter Management
- Integrated Sales and Customer Service
- Cross-Sell / Up-Sell Analysis
- Web Resources for Research
- Analytics & Reporting

## Tools that Deliver Results

The world of marketing is ever-changing. In addition to tracking the results of advertisements, direct mail and telemarketing, organizations must build lasting and profitable customer relationships by executing effective and timely campaigns over both traditional and electronic channels. Surado CRM delivers a comprehensive means to design, execute, and manage personalized, permission-based campaigns.

## Manage Campaigns Effectively

Surado CRM allows you to plan multi-channel marketing campaigns and execute them flawlessly. Assign tasks and responsibilities according to revenue projections, campaign periods, targeted audiences and channels. Identify potential deployment issues and re-allocate resources. Utilize contact grouping to optimize segmentation strategies, by mining comprehensive customer data.

Create targeted e-mail and fax campaigns for automated execution and follow-up. Use integrated data mining to find the optimal approach for targeting prospects, so your customers receive the right offers at the right time.

With the eLeads module, you can capture leads from your web site and then automatically distribute them across sales teams or channel partners for follow-up.

## Customer Surveys

Surado CRM enables you to conduct customer surveys in a cost-effective, targeted manner. Your customers and prospects will be more receptive to providing you with valuable feedback as you allow them to respond at their convenience, via e-mail and/or through Web Self-Service. And by using Surado CRM, you will be able to track, tally and analyze survey results with ease.

## Opt-In and Opt-Out Campaigns

Surado CRM provides a comprehensive permission-based campaign module. With opt-in and opt-out facilities, marketers can make sure that qualified prospects are reached through their preferred method of communication.

Permission-based campaigns also ensure that the privacy of customers is always maintained, including those who have requested not to receive certain materials. By targeting the most receptive customers, you use marketing dollars more efficiently, reducing costs.

## Track Responses & ROI

Realize significant value and gain lasting competitive advantage through campaign ROI analysis. Surado CRM marketing analytics provide a means to easily track the effectiveness of your marketing campaigns, comparing potential and actual responses and sales. By identifying the most profitable campaigns, so you can invest marketing dollars more effectively.

Advanced analytics help you gain valuable insight. Match your most profitable customers and products with the most effective campaign channels, to dramatically increase Return On Investment.

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