

## Results CRM Delivers Constant Contact Integration

### A streamlined approach to creating and monitoring email marketing campaigns

HERNDON, VA., July 27, 2011—Results Software has unveiled the integration of its award-winning Results CRM solution with the popular Constant Contact email marketing solution. This integration solves the challenge that small and mid-size organizations face in effectively communicating with their contacts by providing full visibility to the success of their marketing campaigns within the CRM solution.

The new Results CRM Constant Contact Integration offers many benefits, including the ability to manage and upload contact lists directly from Results, measure campaign effectiveness (including opens, bounces, opt-outs and more), and view each contact's mailing history. Sales and Service Team Members will be better equipped to follow up with contacts by using information such as who opened a particular email or clicked on a particular link. In addition, Results CRM contact records can be directly updated based on bounces and opt-outs, without alternating between applications.

“Using this new integration, Results CRM users will have yet another affordable and easy way to build successful and lasting relationships with their contacts,” stated Naseem Saab, President and Founder of Results Software. “When you combine the Constant Contact Integration benefits with our award-winning bi-directional integration with QuickBooks and Outlook, our customers can now ensure access to unique and accurate contact records across multiple applications. Our users are able to have Results CRM as their main information hub for all essential company records and still benefit from the specialties of their other applications. In addition, with the Results CRM extensive built-in list management features (i.e. Keep-in-Touch emails, dynamic and interactive duplicate record checking, mass updating and the ability to interactively combine contact records), this integration becomes a natural extension of the list management and marketing features inherently available within Results CRM.”

The [Results Constant Contact Integration](#) module is currently shipping and is an optional add-on for all versions of Results CRM.

[Results CRM](#) delivers a complete and flexible approach to business information management and business process automation for sales & marketing, service delivery, customer service, order tracking, project management, timesheet management, time-billing, invoicing, and inventory control. Results CRM provides seamless bi-directional integration with QuickBooks, Outlook, SmartVault, SharePoint and now Constant Contact.

#### About Results Software

Founded in 1985, Results Software provides Customer Relationship Management (CRM) and business management solutions to a diverse client base that includes small businesses, enterprises and non-profits. With its award-winning software and services, Results Software helps organizations of all sizes streamline their operations, improve efficiencies, and increase their overall business performance.

**About Constant Contact**

Constant Contact®, Inc. helps small businesses, associations, and nonprofits connect with their customers, clients, and members. Launched in 1998, Constant Contact's leading email marketing helps all types of small businesses and organizations create professional-looking email newsletters and begin a dialogue with their customers. With Constant Contact, small organizations have access to the latest industry information and education to help them learn email marketing and online survey best practices.

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