

## Email Marketing Made Easy

**Enhance business relationships and ensure timely follow-up by providing centralized access to email marketing results and analytics**

Integration between Results CRM (customer relationship management) and Constant Contact<sup>®</sup> makes targeting and tracking your email marketing initiatives easy. Because data sharing is seamless between applications, you save significant time by eliminating manual exporting or re-keying of data. You can also rest assured that your contacts are always up to date and accurate.

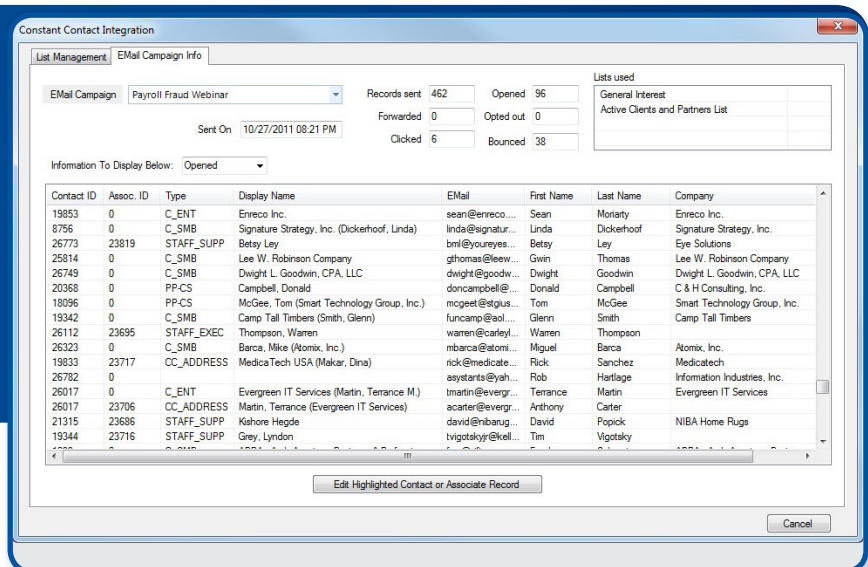
### Company-wide Visibility

Smart integration with Constant Contact offers visibility across departments—supplying your team with unique email campaign reports and analytics for a history of contact interaction.

“From importing contacts to exporting email statistics, the integration of Results CRM into Constant Contact has saved me a lot of time transferring contacts from one platform to the other. Results CRM has also eliminated the need to pull and distribute individual reports after each Constant Contact campaign because the sales team now has direct access to campaign information.”

– **Stefan Dreximeier**  
SES 21 USA LLC

**1-800-713-7013**  
**Results-Software.com**



You can quickly upload lists to Constant Contact and review reports and analytics in Results CRM. Immediate access to current data supports timely follow-up with prospects, clients, and vendors for a strong marketing program and stronger business relationships.

### How it Works

Results integrates with Constant Contact to improve workflow efficiency—making it easy to send email campaigns, view reports, and measure results. The process is simple:

- Create reports and contact lists in Results CRM.
- Upload lists to Constant Contact.
- Create and send email in Constant Contact.
- View reports from Results CRM and measure campaign success.
- Open and update Results CRM contact records directly from reports.

## Why Integrate Results and Constant Contact?

Results CRM makes it easy to develop a strong marketing communications program by providing seamless integration with Constant Contact—a highly intuitive and familiar email marketing application. Consider the value to your organization:

- **Offers company-wide visibility**—your entire team will have access to the information in relation to each contact's mailing history.
- **Supports easier follow-up**—your sales and service teams will have a gateway into conversation with contacts by viewing current data on who opened a particular email or what links were clicked.
- **Ensures accurate contact records**—direct integration ensures that both applications stay up to date with the latest contact information on clients, prospects, and vendors.
- **Saves time**—eliminating the extra step of exporting contacts to Excel or logging back into Constant Contact to view email reports significantly reduces your time investment.
- **Allows you to measure results within a single application**—email reports are available directly within Results, allowing you to measure marketing efforts in relation to sales, deliveries, services, and projects.
- **Simplifies list management**—features such as Keep-in-touch emails, dynamic duplicate record checking, and Combining Contacts and Mass Updates modules, streamline the process of managing lists and contacts. You can also manage email campaign lists and update Results contact records directly from the Email Campaign report.

## Contact Us Today

We are ready and waiting to tell you more about the powerful integration between Results CRM and Constant Contact. Contact us for more information or to schedule a demo.

**1-800-713-7013**

**Results-Software.com**



Results CRM is proudly 100% designed, developed, and supported in the United States.

