



Module eMailing Sage CRM 7.1

L'offre d'emailing Swiftpage avec Sage CRM



- **Un abonnement mensuel qui comprend :**
 - L'utilisation de l'application
 - Des accès sécurisés par utilisateurs
 - Une bibliothèque pour enregistrer vos emailings
 - Un plafond d'envoi maximum d'emails par jour (ex: 5000 / jour)
 - La possibilité d'envoyer un nombre plus important d'emails / jour (payant)
 - Le tracking des emails envoyés
 - La liste des cliqueurs par email / liens
 - L'historique des emails envoyés depuis plusieurs mois
 - La gestion des abonnements / désabonnements
 - La mise en place de chaines de prospection & fidélisation
 - L'envoi d'enquête de satisfaction à ses clients & prospects
 - La gestion de formulaires de demandes de documentation, d'information...
- **Tarif : 150 € / mois**
- **Disponible dans Sage CRM Edition Avancée**

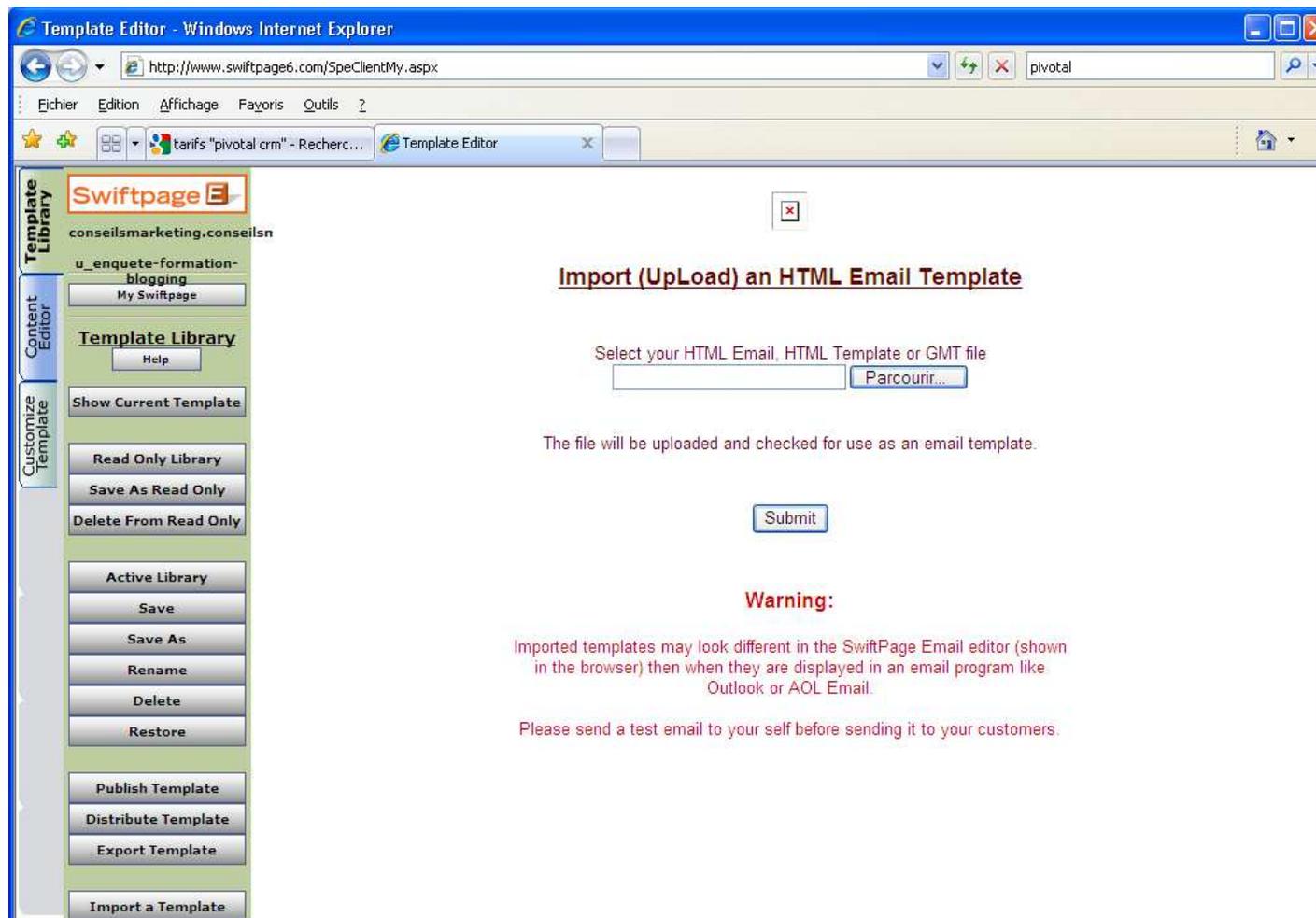
Une solution 100% Web

- Un accès sécurisé par utilisateur sur le site Web
- Un accès par utilisateur dans Sage CRM



Une bibliothèque de Modèles d'emails

- Les modèles sont disponibles dans une bibliothèque d'emails en ligne



The screenshot shows a web browser window titled "Template Editor - Windows Internet Explorer". The address bar displays "http://www.swiftpage6.com/SpeClientMy.aspx". The browser's menu bar includes "Fichier", "Edition", "Affichage", "Favoris", and "Outils". The page content is organized into a sidebar on the left and a main central area. The sidebar, under the "Template Library" heading, contains a search box with "conseilsmarketing.conseilsn" and a list of buttons: "u_enquete-formation-blogging", "My Swiftpage", "Template Library", "Help", "Show Current Template", "Read Only Library", "Save As Read Only", "Delete From Read Only", "Active Library", "Save", "Save As", "Rename", "Delete", "Restore", "Publish Template", "Distribute Template", "Export Template", and "Import a Template". The main area features the "Swiftpage" logo at the top, followed by the heading "Import (UpLoad) an HTML Email Template". Below this is a text prompt "Select your HTML Email, HTML Template or GMT file" and a file selection input field with a "Parcourir..." button. A note states "The file will be uploaded and checked for use as an email template." and a "Submit" button is provided. A red "Warning:" section follows, with text explaining that imported templates may look different in the SwiftPage Email editor compared to email programs like Outlook or AOL Email, and advises sending a test email to oneself before sending to customers.

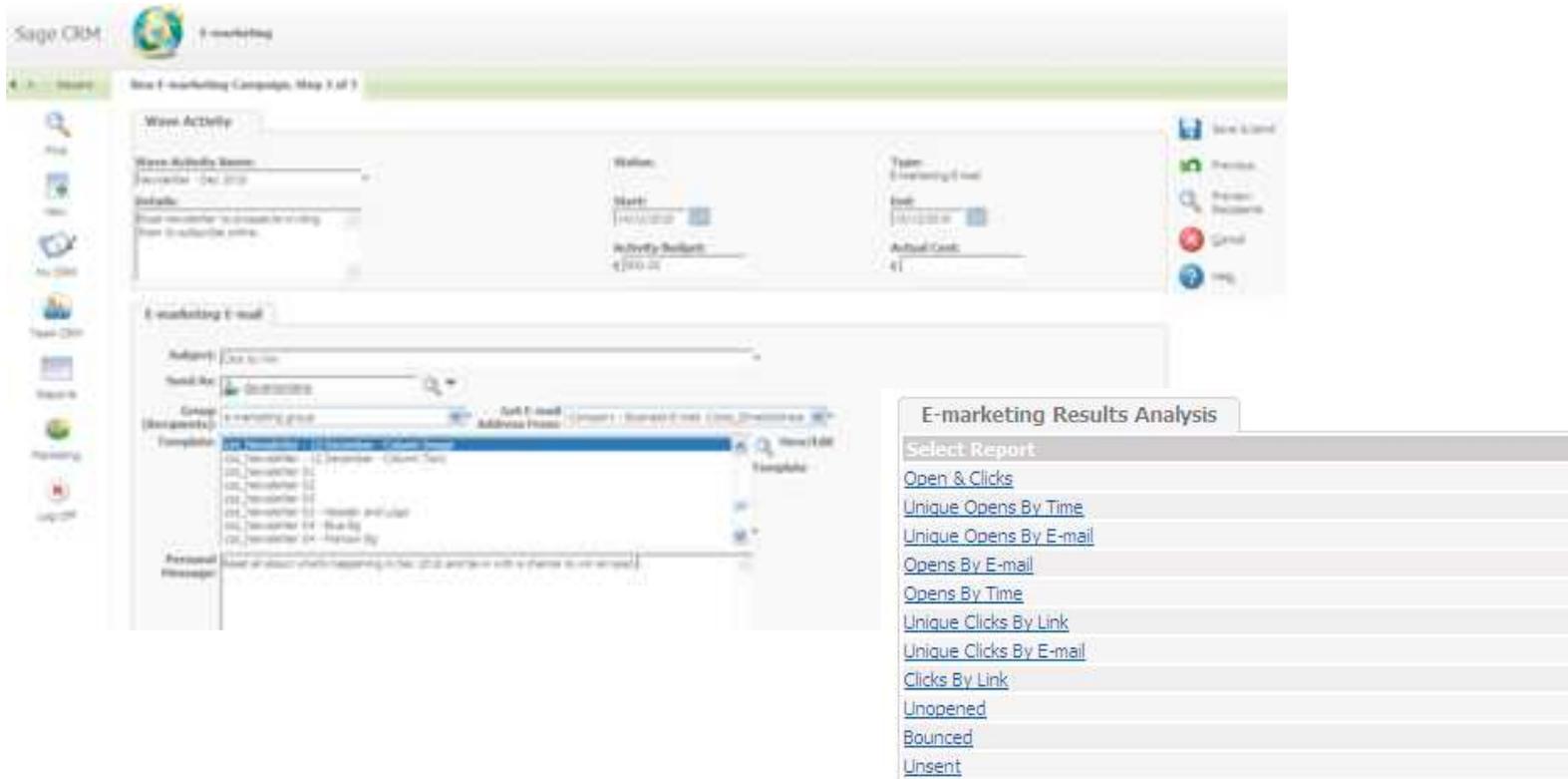
Un mini éditeur de texte est inclus

- Modification des templates

The image displays two side-by-side screenshots of the Swiftpage web editor interface. The left screenshot shows the 'Customize Template' section, which includes a 'Help' button and several options for customizing the page layout: 'Set Column Width', 'Background Colors', 'Horizontal Lines', 'Add/Delete Window', 'Move Window', and 'Lock/Unlock Window'. The right screenshot shows the 'Content Editor' section, which includes a 'Help' button, a dropdown menu for 'Editor Language' set to 'French', a dropdown menu for 'Spell check language' set to 'French', an 'Edit Text' button, and a section for 'Other Text Features' containing 'Link to Survey', 'Undo Text Update', and 'Erase Window Text' buttons. Both screenshots show the 'Template Library' at the top with the 'Swiftpage' logo and the URL 'conseilsmarketing.conseilsr'.

La réalisation simple d'emailings

- L'envoi peut être réalisé à partir de groupes, de contacts...
- Un envoi immédiat ou programmé (jour, heure...)



The screenshot displays the Sage CRM E-marketing interface. At the top, it shows 'Sage CRM' and 'E-marketing'. Below this, there's a navigation bar with 'Home' and 'New E-marketing Campaign, May 3 of 3'. The main area is divided into sections: 'View Activity' with fields for 'View Activity Name', 'Status', 'Team', 'Start', 'End', 'Activity Budget', and 'Actual Cost'; and 'E-marketing E-mail' with fields for 'Subject', 'Send To', 'Group', and 'Template'. A dropdown menu for 'Template' is open, showing a list of templates. On the right side, there's a 'Select Report' menu with the following options: [Open & Clicks](#), [Unique Opens By Time](#), [Unique Opens By E-mail](#), [Opens By E-mail](#), [Opens By Time](#), [Unique Clicks By Link](#), [Unique Clicks By E-mail](#), [Clicks By Link](#), [Unopened](#), [Bounced](#), and [Unsent](#).

Un historique des campagnes marketing

- Les 2 derniers mois accessibles en ligne
- Téléchargement des rapports au format CSV

Email Reports

Email Blasts Queued

All queued Email Blasts have been sent.

Sent time filters: 24 hours 1 week 2 weeks 1 month 2 months

Email Blasts Sent

06/21/10 08:30:00 PM	Vous avez été très important pour nous - Consultez Marketing 1
06/21/10 08:29:00 PM	Vous avez été très important pour nous - Consultez Marketing 1
06/21/10 01:32:00 AM	25 Minutes de Formation pour Apprendre à Diriger comme un Pro
06/20/10 12:07:00 AM	25 Minutes de Formation pour Apprendre à Diriger comme un Pro
06/19/10 01:14:00 AM	25 Minutes de Formation pour Apprendre à Diriger comme un Pro
06/18/10 12:17:00 AM	25 Minutes de Formation pour Apprendre à Diriger comme un Pro
06/18/10 12:16:00 AM	25 Minutes de Formation pour Apprendre à Diriger comme un Pro

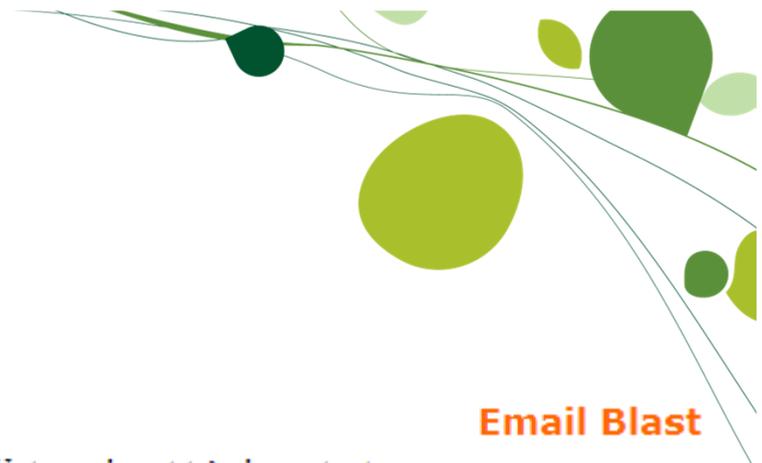
Individuals Sent

No individual emails sent in selected time frame

[View Report](#)

[Sample reports](#)





- Une vue globale des performances
 - La liste d'envoi
 - Les envois réels
 - Les non envoyées
 - Les rejetés
 - Les ouvertures uniques
 - Les clics
 - Les transferts
- Et détaillée par email:
 - Non ouvreurs
 - Cliqueurs
 - Non envoyés

Email Blast

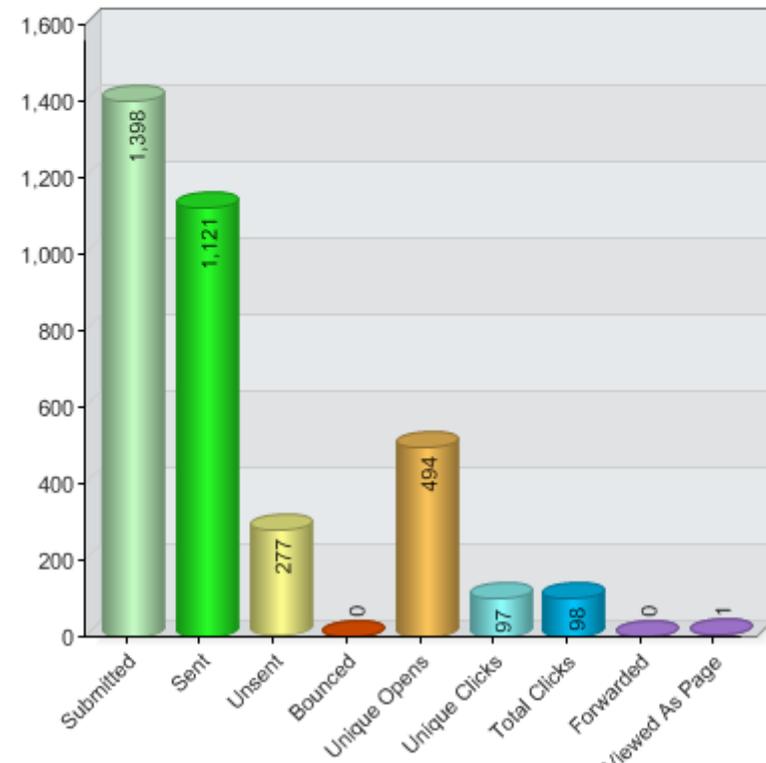
Name: Votre avis est très important pour nous

Submitted on: 6/21/2010 8:29:00 PM

Subject: Votre avis est très important pour nous

Template: u_enquete-formation-blogging

Opened: 44.0 % To view the Email [click here](#)



Le tracking des liens

- Des statistiques détaillées par clients

Email Reports - Unique Clicks by Link

Submitted on: 6/20/2009 10:21:49 PM
Subject: **Newsletter du Mois de Juin**
Links: 137
Unique Clicks: 3

To Print: Right Click here and select 'Print'
[Email Results Summary](#)

Links and Click counts	
Link number and URL	Clicks
2 http://www.jobs-mkg.com/	1
5 http://www.conseilsmarketing.fr/e-marketing/les-95-outils-indispensables-pour-trouver-des-clients	1
7 http://www.conseilsmarketing.fr/livres-de-marketing-gratuits/ebook-gratuit-la-logistique-de-lecommerce-par-wizishop	1

Breakdown per uniquely Clicked link			
Link number and URL	Email Address	Date and Time	Count
2 http://www.jobs-mkg.com/	fred@conseilsmarketing.fr	6/20/2009 10:27:08 PM	1
5 http://www.conseilsmarketing.fr/e-marketing/les-95-outils-indispensables-pour-trouver-des-clients	fred@conseilsmarketing.fr	6/20/2009 10:27:16 PM	1
7 http://www.conseilsmarketing.fr/livres-de-marketing-gratuits/ebook-gratuit-la-logistique-de-lecommerce-par-wizishop	fred@conseilsmarketing.fr	6/20/2009 10:27:24 PM	1

Send ClickThruReport.csv file to [Send](#)

Des analyses précises

- Les ouvertures dans le temps

Email Reports - Opens over Time

Name: Votre avis est très important pour nous - ConseilsMarketing.fr

Unique opened ratio: 44.0%

To Print: Right Click here and select 'Print'

Summary

Opens and Clicks

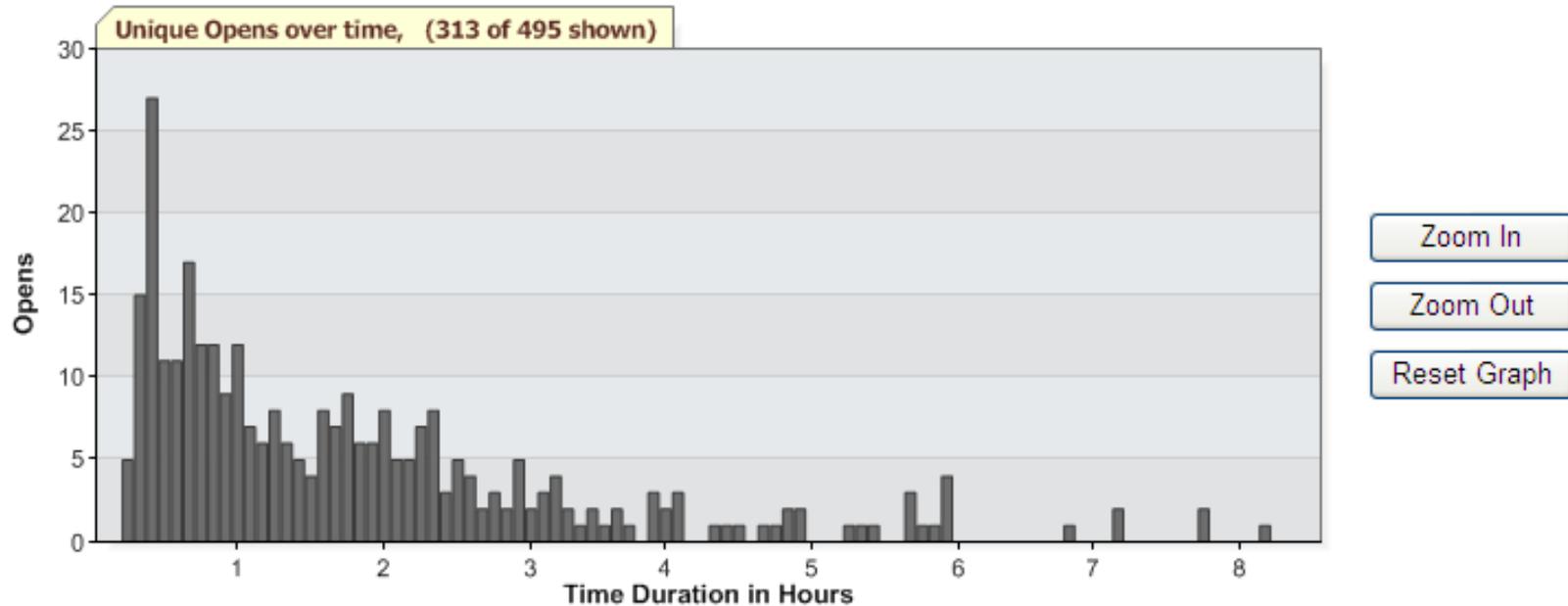
Opens

Opens over time

Clicks

Clicks over time

Tip: Click on an bar within a chart to increase time resolution for selected opens.



Un profiling comportemental

- L'historique des actions est enregistré dans la fiche client
- La création de listes selon les actions des clients & prospects (nb de clics, ouvertures, transfert...) avec un scoring

Swiftpage 
Call List

Account: conseilsmarketing
User: conseilsmarketing

This is a ranked list of your most interested contacts based on their interaction with included campaigns.

Call List: **newsletter** Sender: **conseilsmarketing** Rows: 2329 of 2329

#	Action	Strength	First Name	Last Name	Phone	Company	Email Address	Score	Sent	Opens	Clicks	
1	Edit	 HOT					ef@orange.fr	1925	1	1	76	Details
2	Edit	 HOT					marie.fournier@orange.fr	700	1	1	27	Details
3	Edit	 HOT										
4	Edit	 HOT										
5	Edit	 HOT										
6	Edit	 HOT										
7	Edit	 HOT										
8	Edit	 HOT										
9	Edit	 HOT										
10	Edit	 HOT										
11	Edit	 HOT					marie@orange.fr	349	1	7	12	Details
12	Edit	 HOT					elise.guillem@orange.fr	329	1	2	12	Details
13	Edit	 HOT					dominique@orange.fr	325	1	1	12	Details
14	Edit	 HOT					nicolas@orange.fr	324	1	7	11	Details
15	Edit	 HOT					nicolas@orange.fr	312	1	4	11	Details

Want to know who your most interested contacts are?



255  **HOT**
email opens: 7
links clicked: 4



110  **WARM**
email opens: 3
links clicked: 1



45  **MILD**
email opens: 1
links clicked: 0



La gestion des formulaires

- Intégration d'un formulaire (HTML) dans votre site internet avec transfert des données dans votre CRM

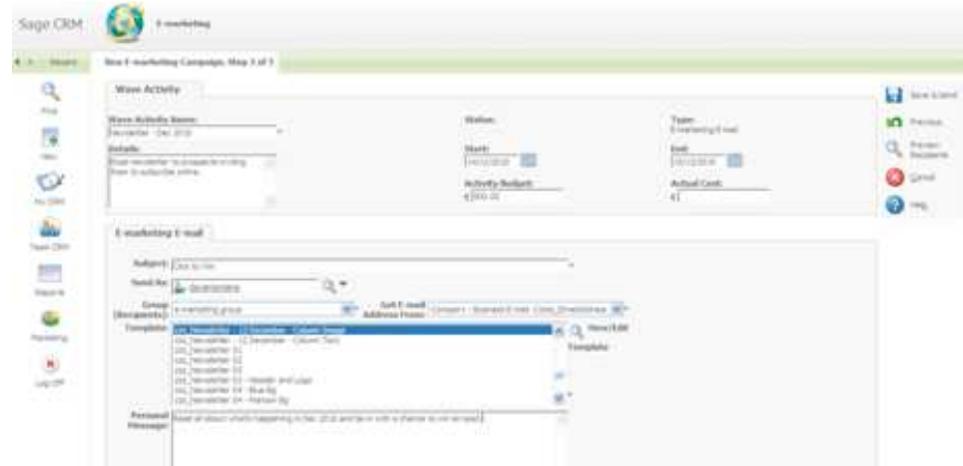
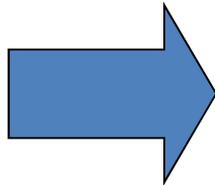
Download Our White Paper

Name:*

Email Address:*

Do you have an account already?
 Yes No

* Indicates field is required.



Etude de satisfaction

- Programmation automatique d'envoi d'enquêtes de satisfaction à votre base clients & prospects



10 Steps to Sales and Marketing Success Whitepaper

Do you feel like money is walking out the door because your sales and marketing teams do not communicate the way they should? Your marketing team drives leads to your sales staff, but those leads aren't qualified or ranked and the sales manager is becoming frustrated.

In the 10 Steps whitepaper you'll learn:

1. Marketing plans that stick
2. Software interoperability
3. Marketing that drives sales
4. Management tools
5. Workflow techniques for results
6. Follow up strategy
7. Effective closing techniques
8. Full circle reporting and analytics
9. Automation plans
10. Revenue driving pitches

Fill out this form and receive the 10 Steps to Sales and Marketing Success Whitepaper:

First Name*

Last Name*

Company

Email Address*

What are you most interested in?

Product X

Product Y

Product Z

