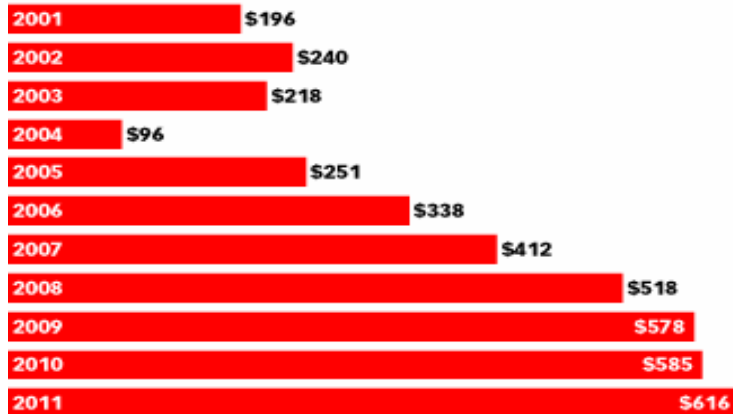


The importance of e-marketing

US E-Mail Advertising Spending, 2001-2011 (millions)



Note: eMarketer benchmarks its US online advertising spending projections against the Interactive Advertising Bureau (IAB)/PricewaterhouseCoopers (PwC) data, for which the last full year measured was 2006; e-mail advertising consists of ads embedded in third-party commercial e-mails
Source: eMarketer, June 2007

086950

www.eMarketer.com

Email is now the most popular form of direct response marketing in the U.S.

Direct Partners via Brandweek

75% of 300 senior marketing executives said that email would be a key part of their strategy to target customers.

Unica/Ovum

Email is the preferred method of commercial communication by 74% of all online adults. - **Merkle "View From the Digital Inbox 2011" (2011)**

For respondents that are aware of the figures for their email marketing efforts, 61% said that email delivers ROI of 300% or more, while 30% confessed to ROI of more than 500%, an increase on last year's figure of 24%.

Econsultancy

What's new in Sage CRM v7.1?

Top Priorities for Marketing Ex

- Lots of things! Including:
- Sage CRM Communications Management ✓
- Sage E-marketing for Sage CRM ✓
- Sage CRM Total Campaign Management ✓
- Interactive Dashboard Enhancements ✓
- Report Chart Enhancements ✓



Sage E-marketing for Sage CRM



Sage CRM for iPhone



Sage CRM for Twitter

Top Priorities for Marketing Executives:

Top Priorities for Marketing Executives

- 1** Drive new business
- 2** Measure marketing performance
- 3** Increase productivity

1

Drive New Business



Sage E-Marketing for Sage CRM

Improved Lead Management

- More Leads
- Higher Conversion Rates

2

Measure Marketing Performance

“Half of all advertising dollars are wasted, the trick is figuring out which half.”

- John Wanamaker

2

Automatically Ranks Your Target Audience

Sort most interested contacts based on their interaction with included campaigns.

Products: **Products** Sender: **dogdon** Rows: **13** of 13

First Name	Last Name	Phone	Company Name	Email Address	Score	Sent	Opens	Clicks	
Wayne	Brady	555.323.2323	Comedy Central	wbrady@swiftpageemail.com	83	1	3	2	Details
Matt	Walker	555.282.9999	Bic Inc.	mwalker@swiftpageemail.com	75	1	1	2	Details
Craig	Williams	555.282.9999	Bic Inc.	cwilliams@swiftpageemail.com	50	1	1	1	Details
Jane	Slice	555.282.9999	Bic Inc.	jslice@swiftpageemail.com	50	1	1	1	Details
Jessica	Alba	555.282.9999	Bic Inc.	jalba@swiftpageemail.com	50	1	1	1	Details
Dan	Ogdon	8772288377	Swiftpage	dogdon@swiftpage.com	20	2	2	0	Details
Jay	Lenn	555.329.3773	Rarqs International	jlenn@swiftpageemail.com	14	1	2	0	Details
Tom	Hanks	555.399.9328	Wilson Co.	thanks@swiftpageemail.com	10	1	1	0	Details
Adam	Sandler	555.272.2222	AppleTree	asandler@swiftpageemail.com	10	1	1	0	Details
Sharon	Stone	1.888.555.9399	Actors Inc.	sstone@swiftpageemail.com	10	1	1	0	Details
Al	Pachino	1.888.555.9399	Actors Inc.	apachino@swiftpageemail.com	10	1	1	0	Details
Rock	Balboa	1.888.555.9399	Actors Inc.	rbalboa@swiftpageemail.com	10	1	1	0	Details
Kevin	Bacon	1.888.555.9399	Actors Inc.	kbacon@swiftpageemail.com	10	1	1	0	Details

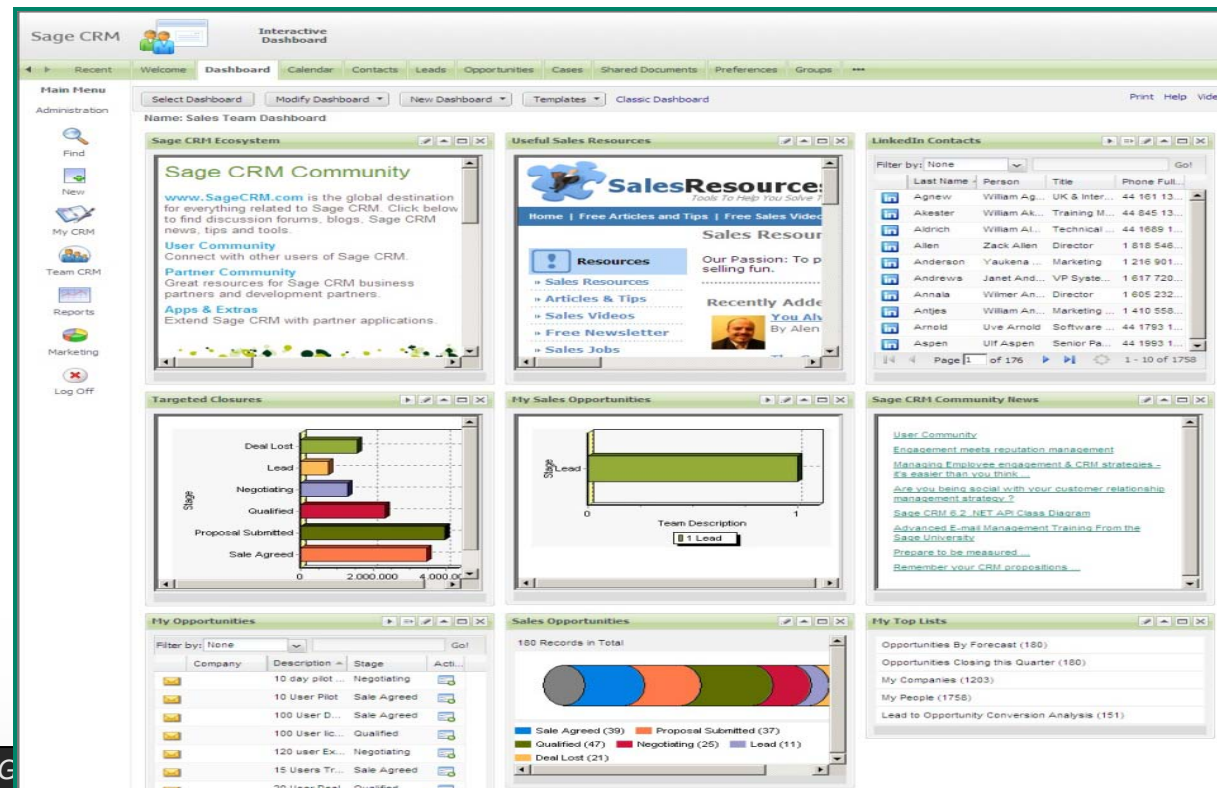
Actioned'
 Hide 'Assigned'
 Show Assign column
 Rows per page: 15
 Page: 1 of 1
 Goto page: Go

2

Measure marketing performance with: Sage E-marketing for Sage CRM Interactive dashboards & reporting

Accurately measure the following key metrics:

- Click through rates
- Number of leads
- Number of qualified Opportunities
- Actual campaign ROI



3

Increase productivity

How can we do more with less?!

- Automate routine tasks
- Choose from professional templates
- Schedule and automate marketing communications



Sage E-marketing for Sage CRM

Unleash the power of Sage E-marketing for Sage CRM

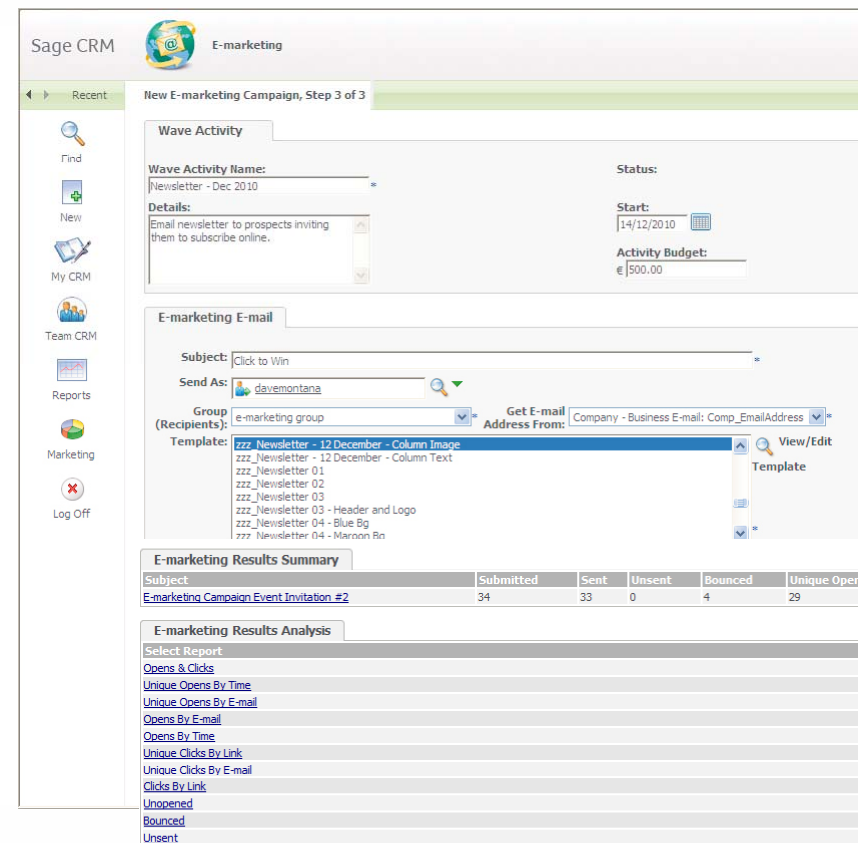
- Comprehensively track and analyse the effectiveness of Email Marketing Campaigns
- Create new E-marketing campaigns or incorporate email blasts into current Marketing activities
- Use a simply 3 Step Wizard to create new E-marketing campaigns
- Schedule E-marketing emails blasts
- Over 90 attention grabbing templates available out-of-the-box
- Create, manage and edit E-marketing campaigns and templates from a dedicated panel



Sage E-marketing for Sage CRM

Analyse and Report on Results

- Communications created held against all E-marketing email recipients
- Summary and detailed breakdown of activity and results for each mailout
- Default reports outlining recipients interactions with email blasts (Opened, Clicked by Link, Bounced, Unsubscribe)



The screenshot displays the Sage CRM E-marketing interface. The main window shows the configuration for a new e-marketing campaign, 'New E-marketing Campaign, Step 3 of 3'. The 'Wave Activity' section includes fields for 'Wave Activity Name' (Newsletter - Dec 2010), 'Start' (14/12/2010), and 'Activity Budget' (€500.00). The 'E-marketing E-mail' section shows the 'Subject' (Click to Win), 'Send As' (davenmontana), and 'Group' (e-marketing group). The 'Template' dropdown is set to 'zzz_Newsletter - 12 December - Column Image'. Below this, a table provides an 'E-marketing Results Summary'.

Subject	Submitted	Sent	Unsent	Bounced	Unique Oper
E-marketing Campaign Event Invitation #2	34	33	0	4	29

Below the summary table, there is an 'E-marketing Results Analysis' section with a 'Select Report' dropdown and a list of report options: Opens & 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.