

Impel CRM Solution Brief



Did last week's campaign bring more walk-ins to the Andheri store vs the Colaba store?

How do I target prospects in my list that we have not contacted in the last 6 months?

How do I segment my CRM data to send better targeted messages?

What percentage of the email lists opened my emails?

Who clicks on the links provided in my emails campaigns?

What is the performance of one campaign versus another?

How can I figure out how an individual contact responded to a campaign?

Which campaign from 3 months ago is still bringing in deals?

Can you answer these questions today?

Now you can, with **Impel CRM's Integrated E-mail Marketing!**

Integrated E-mail Marketing

Track each campaign down to sales, operations and collections!
Transform the way you think about campaigns with Impel CRM.

E-mail solutions are a dime a dozen today. Now imagine a marketing solution that lets you segment your data in any way that you wish, that lets you craft and deliver a high-class message simply and easily, that lets you track all the responses to your campaign both at an individual and at campaign level, where you can track the response down to the actual sale. Sound like a dream?

Welcome to Impel CRM's integrated Email Marketing solution. It works with the contact and lead data that you have collected from various sources. With the ability to analyze and segment your data in various ways, you can be sure that the right message gets through to the right prospect. And do it without the hassles of having to import and export data back and forth between your CRM and your E-mail marketing solution.

Impel CRM's Email Marketing module is designed to integrate everything from your lead lists to your campaigns to responses to sales – all in one integrated CRM solution.

Email marketing has become pervasive in today's business world. It is affordable, targeted, vigorous and highly effective. Studies show that it takes eight to ten contacts to turn a prospect into a customer. Email marketing is one of the most successful means of reaching out to prospects and nurturing leads.

Now do more than just send e-mails out on a regular basis. With Impel CRM build a reliable mechanism that tracks everything from campaign down to collections.

Benefits of Impel CRM's Integrated Campaigns.

Impel CRM's E-Marketing module automates email campaign execution, freeing you to focus on the message, the targeting and the analysis.

Impel CRM's E-Marketing Module brings you some incredible benefits.

- **Boost customer communication** with tailored, focused messages to your contact lists
- **Talk specifically to customer needs** by segmenting and targeting your lists based on specific criteria
- **Save time and effort** by doing everything within the same system
- **Get immediate response and action** by scheduling delivery when your prospects are most likely to read and react

- **Track every response** to the point of sales, operations and collections
- **Save on costs of paper and postage**
- **Track all interactions** including emails with a prospect as Activities in one centralized location.

Analyze and segment data for maximum impact

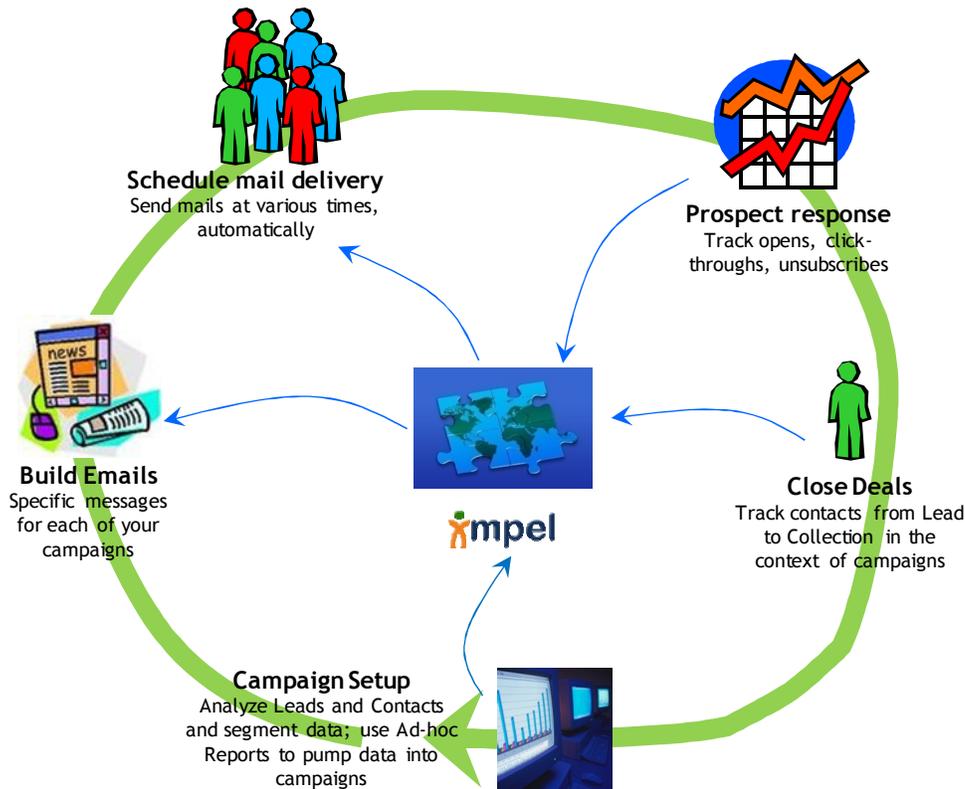
- Impel CRM's Ad-hoc Reporting Engine lets you analyze and segment your lead and contact data to your exact specifications
- Pump data directly from Ad-hoc Reports to specific campaigns for completely targeted messages
- Schedule your campaigns to run at times when they are most likely to be read.

Craft powerful messages simply

- Create specific messages for each target list quickly and easily with Impel CRM's email templates
- Save time by using our pre-built templates. Just drop in your logos and colors to tie in with your brand
- Bring in your pre-existing HTML templates for faster execution
- Organize and structure your template with rich dynamic content with links, articles, videos, and pictures.

Track and hone your campaigns

- Check out the real-time stats and measure the performance of your emails campaigns
- Analyze and track campaign responses for individual leads and
- View critical information such as email opens, click-throughs, etc
- Track campaigns sent and responses to/from an individual contact as Activities along with all other interactions
- All of your lead and contact data is already in Impel. So you don't have to export data out and import it into your E-mail program, saving you time, effort and the possibility of errors
- Impel's Adhoc Reporting Engine gives you the ability to slice and dice data in various ways, enabling you to hone your message very tightly
- As for crafting and delivering the message, we do this as well as all the better solutions in the market



How are we different?

You may say, "I already use e-mail marketing solution for my outbound e-mails. Why should I use Impel?" The answer is simple. With Impel you get much more than just handling and managing e-mail campaigns.

- And finally! Your ability to analyze the results of your campaigns, down to the sales impact of a campaign and to collections.

Now that is truly DIFFERENT!

Why Impel CRM?

Impel CRM's E-mail Campaigns mechanism is specifically designed for success. The difference with Impel comes through in our objectives, approach and success metrics.

- **Access on any channel.** Whether you need SMS, mobile, E-mail, Call Center, Voice-over-IP, Internet access, we provide it all. In one integrated system.
- **Cost-effective Subscription with Affordable Customization.** Typical CRM deployments have a 30:70 ratio between license and customization. Our approach is that we "fit your business" at an "affordable price". To that end, we bring not just amazing functionality, but underlying technology that builds well and saves money.
- **You work with the Principal.** With large CRM providers, partners end up implementing and customizing the CRM for you. With Impel you get the Principal taking primary responsibility, allowing you to deal with only one vendor, with no finger-pointing.
- **The power of the Platform.** Our speed and effectiveness of customization is unparalleled. Our underlying development Platform-as-a-Service (PaaS) enables us to quickly and efficiently customize Impel and to integrate with your other systems.

At Impel CRM, we are large enough to be effective, but small enough to be accessible. If you have a problem, you can talk directly to senior management, without the usual run-around! We are a young, agile player that's hungry for your business. And we believe that the way to gain business is to provide overwhelming value in our product. So talk to us today about how we can be of service.

Contact Us



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PK4 is a leading Software-as-a-Service (SaaS) CRM provider. PK4's Impel CRM helps companies put their customers at the center of their business. We enable Customer Relationship Management across sales, service and marketing functions. We empower our users to effectively and accurately communicate with their customers across multiple communication channels. We provide the flexibility of customized CRM with the ease-of-use of a SaaS solution.