












IMPEL CRM End-to-End Marketing

In this tough economy, bringing in the right prospects and tracking them through to close of sale is absolutely essential. You're probably doing some of this already – using SMS providers, email marketers, ad agencies and a slew of other services. With Impel CRM, we are proud to present the world's first and complete End-to-End (E2E) Consumer Marketing solution, integrating SMS campaigns, email campaigns, call centers, geo-coded prospect locations and dealer store locators. Our fully integrated offline/online campaign mechanism provides a seamless path-to-purchase – all that it needs is your innovative marketing

Challenges:

-  Qualified Prospects are difficult to reach
-  Print and TV advertising reach is hard to quantify
-  Dealers are looking to principals to provide high quality leads
-  Tracking of prospects from lead to sale is almost impossible

Benefits:

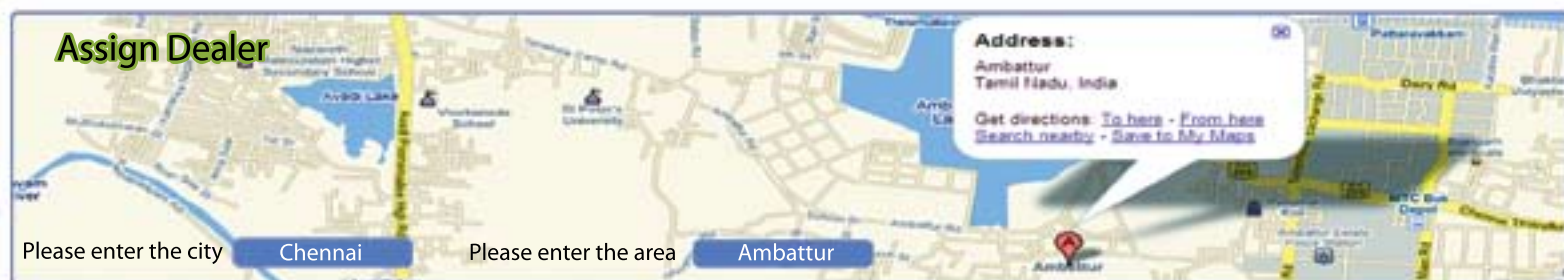
-  Reach qualified prospects easily and one-on-one
-  SMS and e-mail marketing works
-  Keep dealers happy with high quality leads
-  Keep prospects happy with special SMS and e-mail offers
-  Manage all customer information in one centralized repository for quick response to customers
-  Completely track campaign effectiveness
-  Our OnDemand model means that you focus on your business, while we take care of all the infrastructure, software

Call us **NOW** and see how you can improve lead generation and increase sales.

IMPEL

CRM E2E Consumer Marketing

A Seamless Path-to-Purchase



Why Impel E2E Consumer Marketing?

Where does Impel CRM's E2E Consumer Marketing program fit in and how does it make a difference?

Error-free and up-to-date

Impel gives you the ability to send out SMSs / e-mails and other direct mail directly from one system. Not only do you have all your consumer interactions in one repository, you save on the aggravation of transferring data between systems and the errors and losses that creep in. The best mobile number lists guarantee 70% to 80% delivery and only some providers give you error lists. With Impel, since both outbound SMS and error-tracking is in one place, numbers of non-delivered SMSs are automatically tagged.

Instant feedback for mid-course corrections

With Impel, you have the advantage that all campaigns are sent out directly from the system and can be tracked instantaneously. Say, you send out 5000 messages to prospects; immediately, you know what numbers have failed; more importantly, short-code responses start coming into Impel immediately as they flow. So you can choose to roll out your campaign to smaller groups, test response-counts and immediately tweak campaigns for better impact. This gives you real-time marketing in the best possible manner.

Everything in one place – think of the possibilities!

Impel gives you complete information on every single prospect interaction, be it SMS, phone or email. This is a powerful model to build a full profile of you customer –

does s/he respond to SMS, e-mail or phone calls better? Does one product interest him/her more than another? With Impel's integrated approach and access to consumer info, your opportunities for cross-selling improve greatly. More sales with less cost – the mantra for success.

Market for sales, not just for response

With Impel's SMS-based ordering mechanism, you can include dealers in the picture. They can now report sales based on specific campaigns directly to Impel, via a simple SMS message. And that tells you not just how many people responded to a campaign but how many actually bought something, what they bought and where. This takes marketing from the realm of the opportunity to the realm of the sale.

Everything you want to know

Impel's E2E Consumer Marketing helps you track the execution and success of your outbound program at every touch-point. For example, what sales did you generate from a campaign in Delhi vs. the same campaign in Bangalore? Which dealers benefited from which campaign? Every single step is automatically tracked and reported on, for you to optimize campaigns and focus on success.