

MarketsMaster

Capturing Leads Today for Tomorrow's Business

ABOUT MarketsMaster

MarketsMaster is an affordable Web-based marketing solution that enables companies to close the loop between marketing and sales and provide top-notch Customer Relationship Management (CRM). It provides not only Web-based lead and campaign management but also powerful tools for data mining, sales forecasting, and ROI measurement.

With **MarketsMaster**, users can pass sales leads and other key marketing information via the Web in real time to all members of the sales and marketing team, including predefined channel partners, sales representatives, and field sales management. Because **MarketsMaster** is a Web-based solution, this information can be accessed 24 hours a day, 365 days a year worldwide.

Working with **MarketsMaster** through an Application Service Provider (ASP) model, clients can have their sales and marketing team up and running with a Web-based solution in no time.

MarketsMaster CAPABILITIES

MarketsMaster's tightly integrated, closed-loop service offering helps perform a variety of functions, including:

Web-based Lead Management

- Distribute, track and reassign leads in real time via the Web.
- Manage multiple marketing campaigns.
- Import telemarketing scripts into searchable fields.
- Download customized mailing lists.
- Develop custom fields and forms.
- Import leads from Web forms and Web inquiries directly into your own **MarketsMaster** database.
- Tailor access privileges to each individual user or user group.

Data Mining

- Perform market research analysis on key customers and prospects.
- Analyze ROI from marketing campaigns.
- Build and maintain a complex data mart.
- Download highly targeted mailing lists.
- Produce powerful call back, lead aging, and forecast reports.

Communication

- Establish "Private label" website for your online marketing database.
- Use the Event Tracker to publicize upcoming events.
- Set E-mail notification for leads that are reassigned or require action.
- Share key campaign updates on the secure online Information Center.
- Quickly access personalized lead data through "My **MarketsMaster**."
- Host online event registration in cooperation with the **MarketsMaster** Service Bureau.
- Store comments and additional information within the specific lead record.
- Gather and analyze feedback on leads from field representatives.

OTHER SERVICES:

- Project Management
- E-mail Blasting
- Perfection of Lists and Importation
- Online Registration
- Fax Blasting
- Lists
- Telemarketing



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MarketsMaster BENEFITS

Designed specifically with the needs of sales and marketing professionals in mind, *MarketsMaster* delivers powerful benefits to everyone on the company team, from field representatives to marketing managers to business partners.

Web-based Lead Management

- Close the loop between sales and marketing functions.
- Simplify lead distribution with automatic reassignment and rules-based lead management.
- Expand and nurture the sales pipeline.

Data-Mining

- Uncover unseen opportunities.
- Increase accountability throughout the sales process.
- Generate meaningful feedback on the effectiveness of marketing activities.
- Empower managers with advanced data mining and reporting capabilities.
- Target decision-makers for seminars and direct mail.
- Measure and maximize ROI.

Communication

- Improve communication between sales and marketing teams.
- Refine marketing and sales decision support.
- Strengthen relationships with key business partners.
- Increase customer satisfaction and loyalty.

MarketsMaster ADVANTAGES

24/7 Accessibility

- No hardware or software to install or maintain.
- Universal Web access means data is available to users anytime, anywhere.

ASP Affordability

- No software or hardware investment.
- Requires no costly IT expenditures or consultants.
- Per-user fee structure means you pay only for what you need.
- Easy to use application requires little or no training.

Generous Flexibility

- Responsive to your campaign needs, including custom forms and fields.
- Scalability allows you to add new users quickly and easily.
- Personalized access privileges deliver the right data to the right people.
- Designed for easy import of telemarketing scripts and leads captured online.
- Works in concert with other popular applications.

Powerful Simplicity

- Easy to use, intuitive browser-based interface.
- No MIS involvement necessary.
- Rapid deployment.
- Data is safe and secure.

**SPEED HOT LEADS TO
UNCOVER AND CLOSE
OPPORTUNITIES**

**MAXIMIZE RETURNS
ON EVERY MARKETING
INVESTMENT**

**DRIVE REVENUES AND
ACCELERATE GROWTH**

ALL VIA THE WEB!

REAL WORLD BENEFITS

More than just technology for technology's sake, *MarketsMaster* is a practical, easy-to-use tool designed to deliver tangible benefits to every part of the team.

For Sales:

- Basic tasks are automated, reducing time-consuming paper work and shortening the sales cycle.
- Customer profiling allows sales teams to identify the most qualified prospects, improving customer interactions, and resulting in higher close ratios.
- Forecast and pipeline reports support individual and team planning, goal setting, and evaluation.

For Marketing:

- Real time lead tracking and reporting allows users to see what is working best so that messages can be refined accordingly.
- Knowledge-base and data mining tools facilitate audience targeting for future promotions.
- Additional value-add capacities such as promotion-specific microsites and online event registration cut down administrative costs and leverage the full marketing potential of the web.