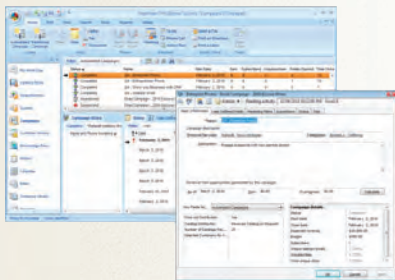


Marketing Automation

Maximizer CRM 11

provides comprehensive marketing automation through its built-in Campaign Manager. It empowers managers and their teams to execute campaigns through integrated marketing tools that generate high-value leads to fill the sales pipeline.

- Email Marketing
- List Management
- Dynamic Email Marketing with Workflow Automation
- Business Intelligence in Marketing
- Account Management & Company Library



Execute effective email marketing: Run professional email campaigns targeted at customers and prospects.

Drive business and optimize ROI with targeted, timely communications.

Successful marketing in today's customer-driven market focuses on reaching your audience with targeted messages, creating value and identifying strategies and tactics that work. Decrease marketing costs while increasing response rates with Maximizer CRM's built-in Campaign Manager, featuring comprehensive email marketing functionality, integrated with sales and customer service. Tap into campaign metrics to optimize sales opportunities in profitable market segments and benefit from the convenience of online campaign management functionality, now available through Web Access.

Execute marketing campaigns that drive response

Email Marketing

Leverage the power of the built-in email marketing engine within Maximizer CRM to generate high-quality leads.

- Eliminate costs associated with third-party email service providers and take control of your own email marketing campaigns — with no additional per contact or per email fees.
- Send targeted, relevant and personalized information to your contacts through newsletters, product announcements, promotions and event invitations — all executed through automated email, fax or print campaigns.
- Tailor your messages and create targeted lists to send scheduled, multi-phase campaigns.
- Personalize subject lines and content inside the body by merging any field from each contact record.
- Create simple text or sophisticated HTML campaigns.
- Gain insight into campaign response and ROI through detailed metrics to refine your campaigns.
- Provide your marketing team with the option of full online marketing campaign functionality, including setup, tracking and robust reporting through Web Access.

Deliver targeted messages that matter

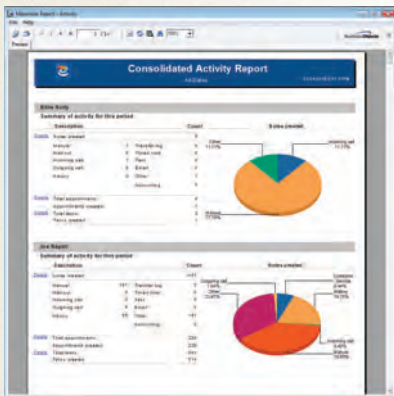
List Management

Sending messages that are anticipated, personalized and relevant ensures that customers and prospects not only respond positively, but also perceive value in your organization and continue to want to do business with you.

- Segment your contacts to execute targeted email, print, or fax direct marketing campaigns.
- Easily employ list rentals, event lists and mailing houses by importing and exporting lists in Excel®, CSV, ASCII or XML format.
- Reach the most appropriate contact within a company by leveraging Jigsaw's® community-built contact lists, by importing contact information directly into Maximizer CRM.

“Maximizer CRM enables us to cost-effectively build, execute and track targeted direct mail and email marketing campaigns with different messages for different groups. As a B2B company, we rely on this tool to help us reach audiences quickly—ultimately cultivating strong relationships to grow our business.”

Elen Alexov, Director, Marketing Services
Ipsos Canada



Generate qualified leads: Help fill the sales pipeline with leads and monitor campaign ROI to know which campaigns are working.

- Avoid the risks and costs associated with third-party email service providers and tightly manage your own lists, including opt-in and opt-out requests.
- Comply with privacy, do-not-call and anti-spam legislation and avoid costly non-compliance penalties with staff alerts on records, and system enforcement in email marketing.
- Provide customers with opt-out links in email campaigns that automatically update their account record.
- Leverage lead generation channels, such as your website, to capture information directly into Maximizer CRM.
- Quickly respond to leads from information requests, online surveys and event registration with automatically generated follow-up tasks and/or a scheduled series of follow-up emails.

Capitalize on opportunities with timely automated messages and activities

Dynamic Email Marketing with Workflow Automation[†]

Ensure that every lead is followed up on by scheduling automated ongoing communications, flagging critical milestones and monitoring team performance. Nurture relationships with a series of time-based, relevant messages[‡] triggered by specific actions such as a web site download, purchase, service incident or inquiry — for example, a personalized thank-you message and product training offer after purchase Merge customer information with quick sales email templates to enable efficient and timely follow-up.

- Schedule a series of personalized, dynamic email messages based on prospect or customer actions and profiles.
- Save time handling inbound email inquiries by scanning messages for keywords and routing[‡] accordingly for rapid response.
- Keep managers informed of progress or alerted to exceptions[‡] such as deals closed resulting from a specific lead source, or delays in lead follow-up.
- Plan and direct multiple projects and teams by using Action Plans to assign tasks, stay on schedule and track resources to specific projects.

Refine campaigns and target more effectively

Business Intelligence in Marketing

Easily determine your ROI on each marketing campaign by calculating lead conversion rates and measuring sales results. Quickly identify successful tactics by recognizing patterns in response rates and viewing the status of related opportunities.

- Fine-tune your campaigns with insight gained from a snapshot or detailed view of campaign performance — including email open and click-through rates, plus status of leads and sales opportunities.
- Run marketing reports or export them to Excel with one click, incorporating the metrics and ratios that enable comprehensive assessments of your campaigns.
- Stay advised of campaign progress with real-time mobile dashboards displaying metrics on your smartphone.
- Track up to five separate landing page URLs in your email marketing campaigns to provide insight into which links are getting the best responses, for campaign refinement going forward.
- Send targeted follow-up campaigns by retrieving contacts that showed interest in a specific link.

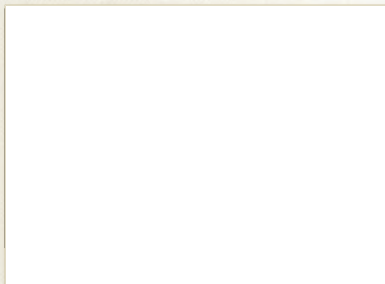
Maximizer CRM 11 Features

- Account and contact management
- Time management
- Task management and automation
- Sales force automation
- Sales forecasting
- Marketing automation
- Email marketing
- Customer service management
- Microsoft Office integration
- Outlook & Exchange synchronization
- Accounting integration
- Business Intelligence
- Workflow automation
- Partner relationship management
- Access options: mobile devices, web, Windows desktop, remote synchronization

Technology Partners



Certified Solution Provider



- Conduct on-the-fly trend analysis with 175 standard reports, including lead status summaries and sales revenues, customized column views and one-click export to Excel.
- Stay on top of the leads in the sales pipeline with automated reports sent to managers or alertsⁱ triggered by critical performance indicators (such as leads with overdue follow-up).

Collaborate with sales and service to provide consistent interactions

Account Management and Company Library

Lower your marketing and sales support costs by electronically distributing information and resources that your sales and service staff need to increase sales.

- Keep staff informed of campaign activities related to each account for more effective selling and servicing.
- Flag or remove accounts with outstanding service issues or deals before proceeding with a promotion.
- Share the latest marketing collateral and documents in any file format (including Microsoft® Word, Excel, PowerPoint and PDF) with sales and service staff through a searchable electronic document repository.
- Create and apply email templates for standardized, professional communications to multiple customers or prospects.
- Schedule a series of activities prospecting or following-up on leads or with Action Plans.

Contact Maximizer Software to learn how you can mobilize your workforce with Maximizer CRM 11 All Access.

- i. Workflow Automation powered by KnowledgeSync is an add-on product with additional license fees.
- ii. Trigger alerts and reports require Crystal Reports Server or Workflow Automation — both add-on products with additional license fees

Why Maximizer CRM 11?

1. **Simple & quick** to deploy, learn, use and maintain
2. **Access options** through the Web, desktop and mobile smartphones
3. **Value.** Best value for a full-featured CRM, low total cost of ownership.
4. **Expertise.** More than 20 years as a pioneer and leader in CRM.

Visit www.maximizer.com for:

- Information based on your role: sales, marketing, service, executive, IT
- Information on CRM and Contact Management
- An overview of features and technology
- Online demos and free trial software
- White papers and webinars on CRM best practices.

Maximizer CRM helps small and medium-sized businesses maximize sales, customer satisfaction and profitability through increased business productivity and optimization of limited resources.

Maximizer Software
Simply Successful CRM

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