



## Maximize your Marketing and Improve ROI

### Key Features

- Zero footprint web client
- Plan campaigns with configurable workflow and collaboration
- Keep track of leads
- Capture and assign leads automatically
- Integrated view of the customer
- Robust campaign management
- Track and measure ROI from campaigns
- Slice and dice information to get insights
- Execute targeted e-mail and direct mail campaigns
- Leverage cross-sell and up-sell opportunities
- Manage campaign collateral centrally
- Manage opt-in / opt-out preferences
- Plan activities and tasks  
Calendar view of multiple activities
- Advanced Outlook Integration
- Multi-level group security and SSL support
- Built to adapt – configure and customize to match the way you work
- Up and running in days
- Enforce business process Rules
- Part of a complete CRM solution

Soffront Marketing helps you acquire, retain and grow profitable customer relationships. Soffront Marketing provides a closed loop system to continuously measure and improve ROI from campaigns. You can execute personalized & targeted direct and electronic campaigns to acquire new prospects and strengthen existing relationships. With Soffront Marketing, you make the most of your critical business information, generated across various touch points.

### Robust Campaign Management

With Soffront marketing, you can manage all campaign information in one place. The person responsible, start date, end date, cost and the external contact persons are all available for easy reference. Key documentary evidence like contracts can also be attached to the campaign. Establish workflows for your campaign management process (design, approve, roll-out stages etc) and plan activities for the campaigns and the configured workflow.

### Measure Your Revenue

Measure and understand the effectiveness of your marketing initiatives. Soffront Marketing not only tracks response rates and ties revenue to specific campaigns, but also enables you to analyze marketing campaigns using pre-built ROI reports. Reports on campaign effectiveness combine campaign response analysis with budget to show the complete ROI achieved by each marketing initiative.

### Mine Information to Gain Insight

You have powerful querying and reporting features to slice and dice information to optimize your marketing strategy. You can do this without any IT assistance. Is there a segment more receptive to your solution? Is there a common thread among those who responded to a campaign? Render the reports in attractive graphical formats including pie chart, bar chart and trend graphs.

### Identify Cross-sell and Up-sell Opportunities

You can create and run queries to identify possible cross-sell and up sell opportunities in your customer base. For example, an entertainment company can identify customers who purchased a CD title and target a campaign offering them a new title. Create and run a campaign to address the identified opportunities.

### Execute Targeted E-Mail, Direct Mail and Tele-Marketing Campaigns

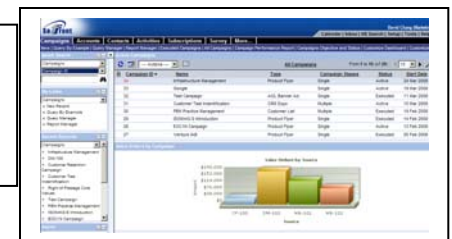
You can create and execute targeted e-mail campaigns. The email campaign manager creates text or HTML messages. Personalize the messages by using 'mail merge' fields and target it to specific section of your database, by creating filter queries.

You can create and send personalized direct mailers to your contacts. It is integrated with Microsoft Word to create and print campaign messages in document format for the target audience.

Attachment	Notes	Activities	Contacts	Campaign Stage	Campaign Execution	Campaign Scheduler			
Customize Child Menu									
Linked Records From 1 to 100 (of 105)									
Run ID	Targetted (after filter)	Execution Status	Run From	Start Time	Success	Camp ID	StageID	Misc ID	Stage Name
3435	1	Executed	Campaign	05 Feb 2008 21:27:06	1	81	104	279	Newsletter Email
3434	1	Executed	Campaign	29 Jan 2008 19:04:07	1	81	104	280	Newsletter Email
3433	1	Executed	Campaign	29 Jan 2008 19:03:27	1	81	104	280	Newsletter Email
3432	7126	Executed	Campaign	29 Jan 2008 17:59:46	4492	81	104	280	Newsletter Email
	1	Executed	Campaign	29 Jan 2008 17:57:38	1	81	104	280	Newsletter Email
	2	Executing	Campaign	29 Jan 2008 16:05:21	1	81	104	279	Newsletter Email
	2	Executed	Campaign	29 Jan 2008 15:50:31	1	81	104	279	Newsletter Email
	2	Executed	Campaign	29 Jan 2008 15:44:46	1	81	104	279	Newsletter Email
	1	Executed	Campaign	29 Jan 2008 15:44:27	1	81	104	279	Newsletter Email
	7335	Executed	Campaign	19 Dec 2007 17:05:04	6680	81	104	278	Newsletter Email

Campaign Stage	Campaign	Campaign Log			
Child Menu					
Cost	Targetted	Sent	%Sent	Tracking	Clicks
\$	7335	6680	91.07%	<a href="http://www.soffront.com/CRM/So...">http://www.soffront.com/CRM/So...</a>	2
				<a href="http://www.soffront.com/oldemo...">http://www.soffront.com/oldemo...</a>	6

### Marketing ROI Report



### Marketing Manager Dashboard

### Integrated View of the Customer

All account related information - address, contacts, notes, activities, Quotes, POs/Invoices, contracts and support tickets are available in one place for easy reference. You can access all critical business information generated across various touch points.

### Get up & Running in Days

Implementing your CRM solution need not be expensive. Soffront guarantees successful implementation in days! Soffront products are built to offer you unmatched adaptability and ease of use. With our Smooth Start package, you get the out-of-the-box installation, configuration and customization, and the initial training, to be up and running rapidly.

### Easy Configuration and Customization

With Soffront CRM, configuring and customizing your solution to match the way you work is easy. You choose what you see immediately after login by configuring a startup query. You access your favorite queries/reports using a sub-menu. You can add new fields, create tables and design forms to suit your needs.

### Advanced Outlook Integration

Soffront Marketing seamlessly integrates with MS Outlook to maintain one central calendar and activity schedule. You can access your Outlook e-mail, compose and send messages from your browser, within the Soffront application. You can export and import contacts and activities to and from Outlook to facilitate easy interoperability. Integration is available for Outlook Version 2007.

### Flexible Licensing

Soffront offers an end-to-end CRM solution. However, because the Soffront solution is modular, you don't need to deploy the entire solution at once. Select the modules you need today, and activate the rest when you are ready.

### The Soffront Advantage

- Over 15 years of product maturity
- Unmatched adaptability
- Deployed in days
- Zero footprint web-client

### Marketing Automation

- Email Campaign Engine - create email templates including merge fields from database. Create and execute email campaigns using templates. Monitor campaign response and measure and collect data on Open, Click Through, Opt out and bounce-backs
- Marketing Campaigns - create, edit, manage and run multi step and multistage Campaigns including mailings and emails. Measure Campaign response.
- Campaign, Campaign Stage, Campaign Message, Campaign Run objects.
- Effective scoring and profiling options based on leads and Contacts.
- Pre-built ROI reports.
- Leads management – automatic capture and assignment of leads from campaigns and email enquiries. (Requires Leads Module)
- Subscription management (opt-in and opt-out model).
- Campaign automation and scheduling facility.
- Soffront Survey Module (Option for Marketing Module)
- More choices to create email campaign messages - HTML Editor, Rich Text Editor and the ability to upload message content directly from a HTML file.
- Standard dashboard configuration, reports and queries for Marketing Manager role.
- Workflow and process management

### Base features included in all configurations

- Create, configure and manage user groups and users.
- Calendar and Task Management includes group scheduling and support for multi user time zones.
- Configurable Dashboards.
- Full Email functionality including reusable email templates.
- Standard report writer, with Drill down Graphical and Matrix reports.
- Integrated with MS Word to create, edit, and link documents from templates.
- Data management tools– easily copy, batch update/delete and merge records.
- Ad-hoc and complex querying capabilities including direct SQL queries.
- Data import and export capabilities, with better duplicate resolution and auto assignment of records.
- New Google Map Integration.
- Integration with Active Directory and LDAP.
- Business Rules & Notifications, template driven notification rules.
- Escalation Rules for all Modules.
- Linking Rules.
- Sales Rep and Helpdesk Agent Assignment Rules.
- Customize tables, fields, views and pick-lists.
- Define relationships between all tables.
- Create and customize workflows through system.
- Scripting interface and documented API with examples.

### Add-Ons

- Integration with Outlook: Calendar, Contacts and Email.
- Mobile and PDA Server
- Offline Client and synchronization Server
- Knowledge Management— Create, edit, manage, publish searchable knowledge database.



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