

PiSA sales and Inxmail Professional

Discover high-quality e-mail marketing

More and more value is being placed on professional e-mail marketing. The merits of this avenue of communication are obvious: low costs, time savings, media consistency, tremendous reach, and precise results measuring.



Integration of the e-mail marketing solution Inxmail Professional into the PiSA sales CRM makes for a powerful tool for your business’ e-mail marketing activities. This PiSA sales solution will let you reach out to your target groups in a cost-efficient, reliable and highly effective manner when presenting your advertisements, extending invitations, or issuing event information, newsletters, or press releases.

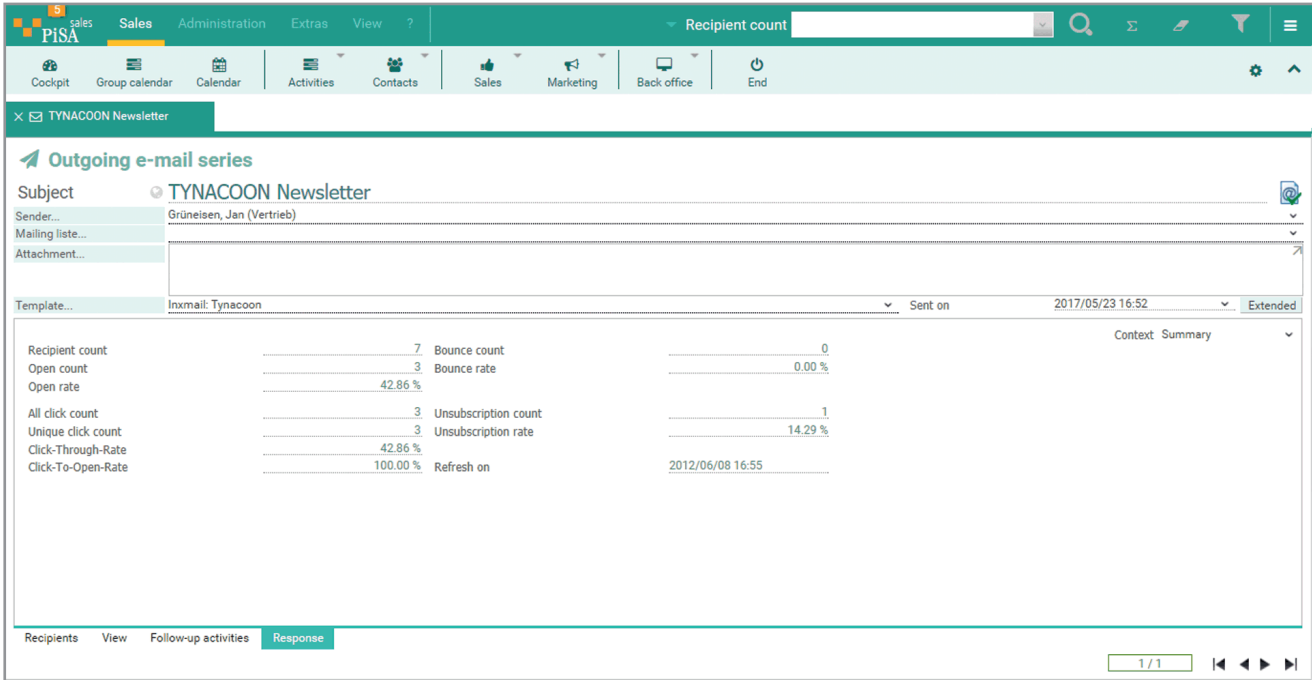
The PiSA sales CRM system gives you edited contact data on companies and individuals as well as providing comprehensive address selection and address qualification functions for the creation of target-group-specific mailings.

An integrated PiSA sales filter tool allows you to search and select across all data containing customer and process information, while the integrated regional search function enables target groups to be determined based on geographic criteria. Multi-tiered filters enable perfect target-group segmentations. A single click, and your contact data is transferred to a relevant campaign or to Inxmail Professional.

The flexible newsletter templates in Inxmail Professional will let you employ easily even sophisticated designs. By using e.g. form of salutation, name, position, department, company, or the responsible account manager gleaned from CRM, it will be possible to create highly individualized mailings. Presentation checks in commonly used e-mail programs, eye tracking tests, scans regarding spam, phishing and SPF, as well as approval mechanisms can be employed to safeguard the quality of mass mailings prior to their actual release. A high degree of delivery reliability, domestically or internationally, for even large volumes of data will guarantee that your mailing activities achieve maximum effect.

The PiSA sales CRM will collect data generated from mailings carried out using Inxmail Professional (click analyses, number of mail acceptances, detailed reports, logoffs, or bounces) and link it effectively to existing customer data. The results of your mailings will therefore be made available to your CRM so that you will be able to target-plan subsequent marketing activities, e.g. telemarketing campaigns.

Upon request, we will of course be happy to broaden the interface range in the PiSA sales CRM.



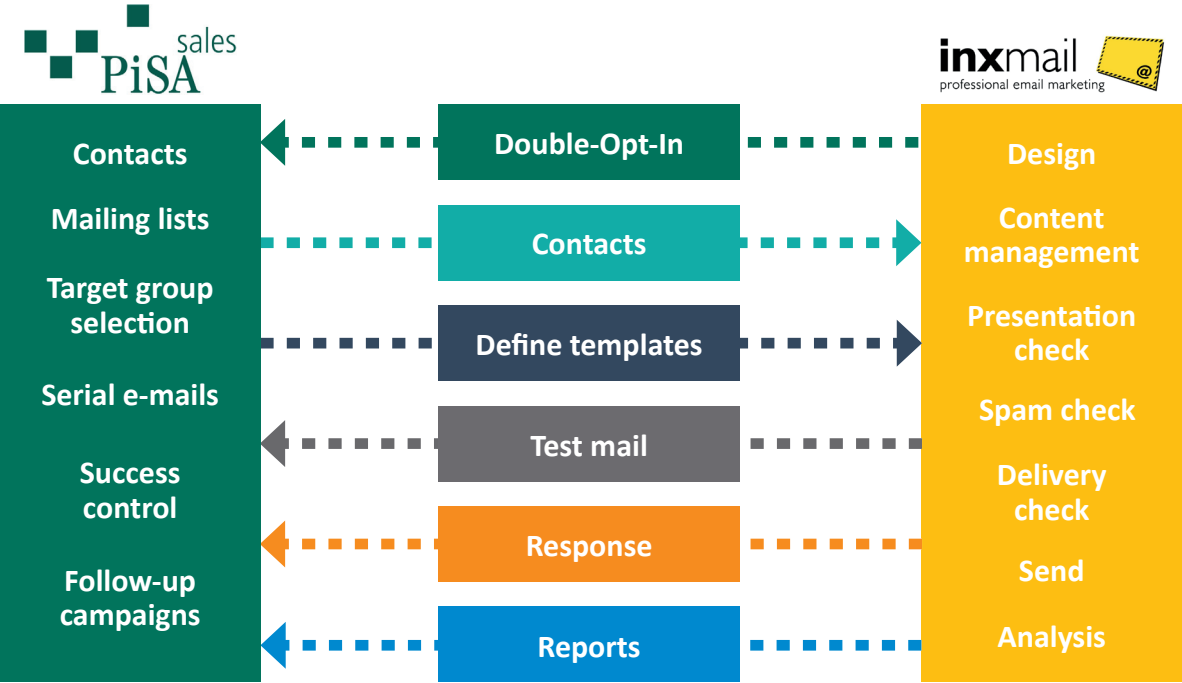
Mailing with response data analysis from Inxmail Professional

Address selection and address qualification in the PiSA sales CRM

- ✓ filters across virtually all fields and relations within the CRM system
- ✓ target-group segmentation using multi-tiered filters
- ✓ powerful regional search using filters
- ✓ export of various recipient data to Inxmail

Mailing lists and theme channels in the PiSA sales CRM

- ✓ management of recipient data in mailing lists
- ✓ recurring and serial application of mailing lists
- ✓ management of theme channels / mail subscriptions
- ✓ legally certain management of newsletter subscriptions via double opt-in/-out
- ✓ easy subscription to newsletter channels via online form
- ✓ registration and deregistration of theme channels / mail subscriptions



Mailing editor in Inxmail Professional

- ✓ full control over the look and tone of your mailings
- ✓ WYSIWYG editor (no HTML skills required)
- ✓ simple adaptation of templates to correspond with your corporate design
- ✓ automatic parallel creation of HTML and text alternatives
- ✓ excellent presentation in all commonly used e-mail programs
- ✓ responsive e-mail templates for perfect results on smartphones and tablets
- ✓ wide variety of personalization options for form of salutation, content, reference heading, and much more

Quality assurance in Inxmail Professional

- ✓ presentation check for mailings in commonly used e-mail programs
- ✓ personalization testing with a free choice of profiles
- ✓ secured delivery using spam-check and phishing tests
- ✓ usability-check via eye-tracking

Forwarding options in Inxmail Professional

- ✓ time- and target-group-controlled forwarding
- ✓ forwarding capacities of several million e-mails per hour
- ✓ for ASP options: high rate of delivery acceptance through the sterling reputation of the Inxmail server
- ✓ preventive blacklist monitoring

Reporting and results control in the PiSA sales CRM

- ✓ import e-mails as trial copies to the PiSA sales CRM
- ✓ enter mass mails in recipient histories
- ✓ import key figures and reports to the PiSA sales CRM
- ✓ detailed analysis of click behaviors
- ✓ ascertain which links each recipient clicked and when
- ✓ ascertain which recipients opened your mail and when
- ✓ response reports, including per timeline

Response information may be used to filter contacts in the CRM system based on particular responses and then organize them into target groups for subsequent further campaigns.

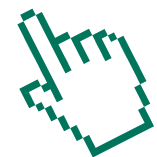
Bounce management in the PiSA sales CRM

- ✓ hard-bounce and soft-bounce management
- ✓ registration and deregistration statistics as related to recipient data for inclusion in or removal from mailing lists, or unsubscription to (including optional blocking of) mass e-mailings or all correspondence



We will be pleased to
advise you!

www.pisasales.de/en



PiSA sales GmbH
Fredericiastraße 17-19
D-14050 Berlin

Tel: +49 (0)30 810 700-0
Fax: +49 (0)30 810 700-99
info@pisasales.de
www.pisasales.de/en

Request CRM information package:



© 2017 PiSA sales GmbH; D-Nr. D-12-128720, version 3
Subject to possible technical changes. All the company and product names printed herein are likely to be trademark protected by the respective rights holders.