

Marketing Manager New Release v7.0

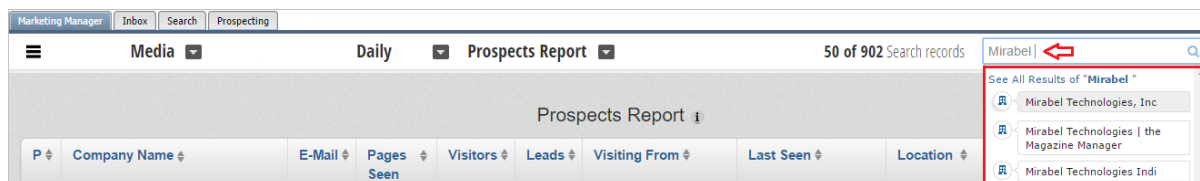
Enhanced Search in Prospects Report

Menu Path: Dashboard Dropdown → Visitors & Prospects → 'Prospects Report'.

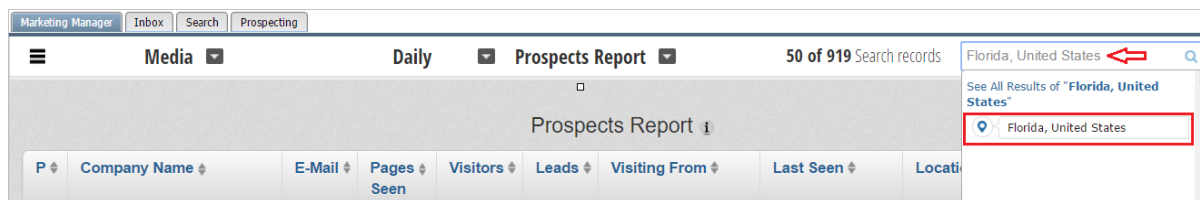
- Now you can seamlessly search for your prospects based on:



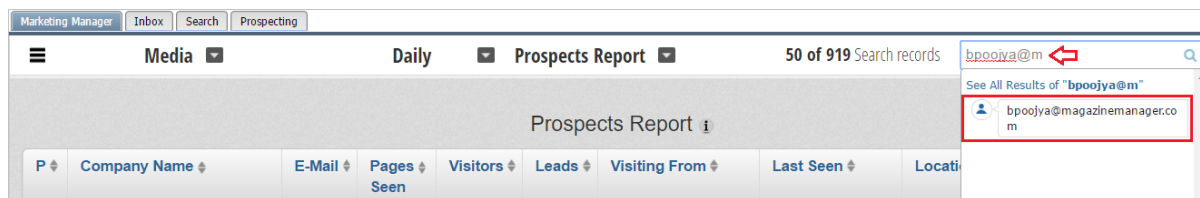
Company Name Search:



Location Search:

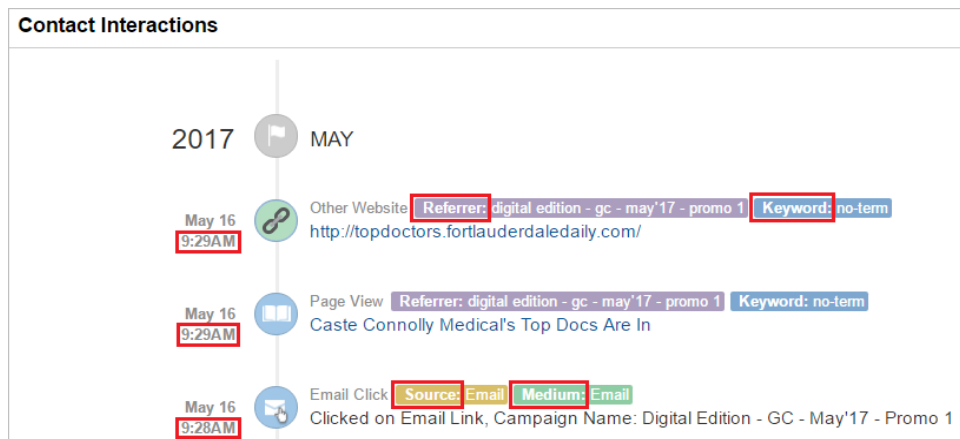


Email Search:



Enhanced Interactions

- Now you will find more information like Referrer, Keyword, Source, Medium & Time for all the 'Contact Interactions' and 'Recent Interactions' of the visitors.



Go Back to Visitors Report Go Back to Dashboard Visitors Report ⓘ

Recent Interactions

2017 MAY

May 22 8:35AM Page View Referrer: Yahoo! ChildNet Care for Kids Luncheon-Broward County

Note: If a visitor visits the website by typing the website address directly in the browser, Referrer/keyword will not be displayed.

Location details in Leads Report

Menu Path: Dashboard Dropdown → Leads → 'Leads Report'.

- 'Leads Report' has been enhanced with the 'Location' field.

P	Company Name	Score	E-Mail	Page Name	Lead Count	Last Seen Date	Location	CRM
	The Gab	0	lie@the...roup.com	Media Kit	1	May 16 2017 12:40P M	Miami, United States, 33010	
	Technology Mirabel	0	eltonsayward@me.com	Media Kit	1	May 10 2017 2:25PM	Fort Lauderdale, United States, 33301	

New Landing Page Info Icon

Menu Path: Dashboard Dropdown → Leads → 'Landing Pages Leads Report'.

- The info icon will display the Category, Description & the actual landing page URL.

P	Page Name	Company Name	Source	E-Mail	Submission Date	Phone Number	CRM Status
	MkM-White Paper-NonPublis here	Journalist - Ruiva Media	TwitterMarketingNonPublishersWhitepaper	Caroline Carolin...@ruivamedia.com	May 22, 2017 8:10AM		
	Category: Whitepaper Download Description: Description Url: http://info.mirabelsmarketingmanager.com/the-new-world-of-b2b-sales/		LinkedInMarketingNonPublishersWhitepaper	Jing 231...@qq.com	May 19, 2017 11:15AM		

MailChimp A/B Campaign Integration

- Now you can integrate MailChimp A/B campaigns with Marketing Manager.

Source	Created On	Last Action Date	Total E-Mail Opens	Unique E-Mail Opens	Total Links Clicked	Unique Links Clicked
A/B Testing Campaign - Winner Winner: Subject 1	Apr 20 2017 2:59AM	Apr 20 2017 4:16AM	1	1	0	0
Subject: Subject 2	Apr 20 2017 2:59AM	Apr 20 2017 3:30AM	1	1	0	0
Subject: Subject 1	Apr 20 2017 2:59AM	Apr 20 2017 3:16AM	1	1	0	0

New LinkedIn UI - Browser Extension Upgrade

- Marketing Manager Browser Extension has been upgraded to perform 'Copy to CRM' from new LinkedIn UI.

HubSpot Forms integration

- HubSpot forms can be integrated with Marketing Manager for more insights about Visitors and Prospects. Reach out to our software consultant for the integration.

Copy to CRM Enhancements

Contact Details – Company Name Update

- If we modify the 'Company Name' & click 'Update to CRM', Marketing Manager will check if the company is a primary contact & if it has any sub-contacts under it.

- If there are any sub-contacts, below notification will pop-up & updates the 'Company Name' as per your selection.

Contact details exists in CRM , here is comparision between existing CRM & marketing manager Contact details for : skatragadda@mirabeltechnologies.com

Field Name	CRM	Updated
First Name	Srikanth	Srikanth
Last Name	Katragadda	Katragadda
Company Name	Mirabel Technologies	Mirabel Technologies/mm
LinkedIn URL		
Location		

Copy To CRM

Do you want to update company name for sub contacts?
 Click Yes to update company name for both company and sub contacts
 Click No to update company name for current contact.

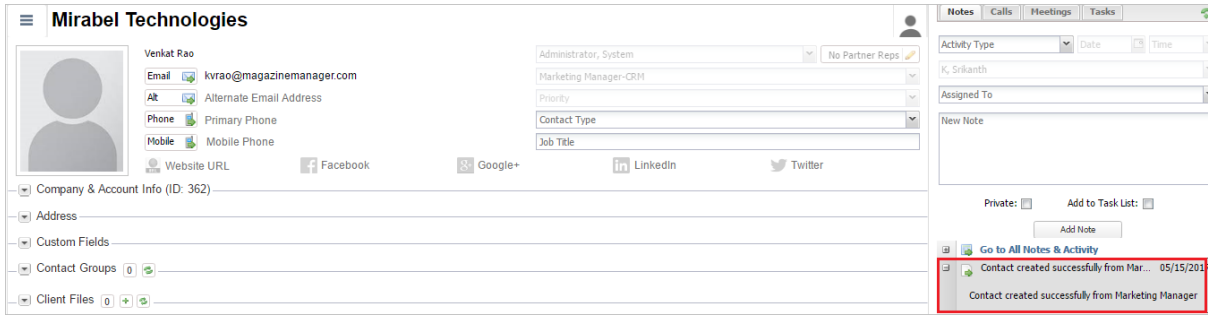
Standard Rep Name & Contact Grouping

- Once a company contact is copied to CRM by a Rep, going forward any other contact from that company is assigned to the same Rep even though the contacts are copied by other reps.
- Any new contact copied to the CRM from a company that is already copied to CRM will be added as a sub-contact to the existing contact.

Company Name	Name	Phone	City	Rep Name	Priority	Email
Marriott International Inc	Matt Biskie			Poojya12 B1		matt.biskie@marriott.com
Marriott International Inc	Mathew P. Sвенor			Poojya12 B1		mathew@marriott.com
Marriott International Inc	Arne Sorenson			Poojya12 B1		arne@marriott.com
Marriott International Inc	Mathew Sвенor			Poojya12 B1		mathew.svenor@marriott.com
Marriott International, Inc. Florida Division	Michele Palmer	(727) 452-3555 ext 32...	Tampa	Kim Capen		Michele.Palmer@marriott.com
Marriott International, Inc.	Melinda Rhodes	954-236-2116	FORT LAUDERDALE	Kim Capen		melinda.rhodes@marriott.com
Marriott International, Inc.	Lee McTealey	954-236-2103	Fort Lauderdale	Kim Capen		lee.mcneeley@marriott.com

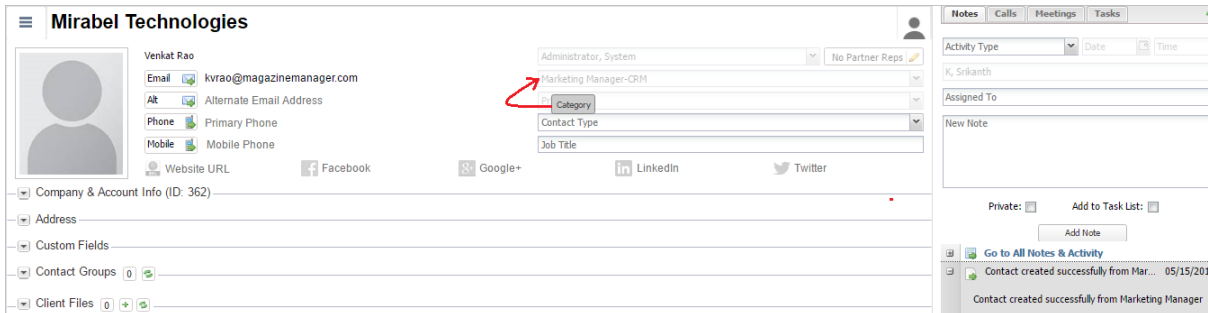
Activity Type for Copy to CRM/Update to CRM

- Now every time a contact is copied/updated to CRM, a note will be created with default Activity Type 'Marketing Manager-CRM' to distinguish the contacts copied from Marketing Manager with the contacts created directly in the CRM using the 'Add Contact' option.



Category for Copy to CRM/Update to CRM

- When you perform 'Copy to CRM' or 'Update to CRM' on a contact, the default category will be 'Marketing Manager-CRM'. If the category on the primary contact is modified later, modification will be applied to all the sub-contacts.



No duplication of Marketing Manager Contacts in CRM

- Multiple records in the CRM for the same contact copied from Marketing Manager with different category types and updates is no longer allowed to avoid duplication. Now a contact in Marketing Manager can be copied only once to CRM based on the Email ID. If there is an update, existing record will be updated.