

Marketing Manager New Release v7.1

Contact Originated Source

- When you click on the Email ID of a contact, you can find the originated source ie., how and from where the visitor is captured for the first time in Marketing Manager.

The screenshots show the 'Contact Details' section of the 'Visitors Report' interface. Each screenshot includes a 'Back to Visitors Report' link, a contact profile icon, and the 'Originated source' information. The first contact, Sakshi, has an origin of 'Search Engine | Referrer name : Google'. The second contact, Ben, has an origin of 'Website | Referrer name : info.com'. The third contact, Suzie, has an origin of 'Direct Entry'. Each contact also has fields for First Name, Last Name, and Phone Number.

Qualify a Lead

- Now you can qualify a lead by selecting a priority in 'Leads Report' or 'Landing Page Leads Report'. A priority can be set only for the records with Email ID. If a priority is setup for a Lead in one report, same setting will be automatically applied in other report as well for the same lead.

The first screenshot shows the 'Leads Report' table with columns: P, Company Name, Priority, E-Mail, Page Name, Lead Count, Last Seen Date, Location, and CRM. A dropdown menu is open for the 'Priority' column of a lead with email 'chuck.boccio@...'. The second screenshot shows the 'Landing Pages Leads Report' table with columns: P, Page Name, Priority, Company Name, Source, E-Mail, Submission Date, Phone Number, CRM Status, and Delete. A dropdown menu is open for the 'Priority' column of a lead with email 'ReShay...@gmail.com'.

Delete a Lead

- You can also delete the lead from 'Landing Pages Leads Report' however please note that any other lead records with the same Email ID will also be deleted though they are submitted for other landing pages.

The screenshot shows the 'Landing Pages Leads Report' table. Two leads with the same email ID, 'ReShay...@gmail.com', are shown. Red boxes highlight the 'Delete' icons (trash can) for both leads, indicating that deleting one will also delete the other.

- Below are the dependent areas that would be affected by deleting a lead:
 - Dashboard:** There will be a change in the count of Digital IDs, Landing page E-mails captured, Visitor Pie Chart percentage.

- 2) **Identified Visitor Charts:** Counts and percentages will change on the below reports:
 - Identified Visitor Chart.
 - New vs Returning Identified Visitor Chart.
 - New vs Cumulative Identified Visitor Chart.
- 3) **Landing page reports:** Lead will be removed from 'Landing Pages Leads Report', Count will be changed in Monthly Lead Reports (Source, Category, Type).
- 4) **Campaign Source Report:** Respective form submission records will be removed from 'Campaign Source Report'.
- 5) **Contact Interactions:** Respective form submissions will be removed from interactions.
- 6) **Lead scoring Report:** 'Lead Score' will be aggregated excluding the score of the deleted form submission lead.

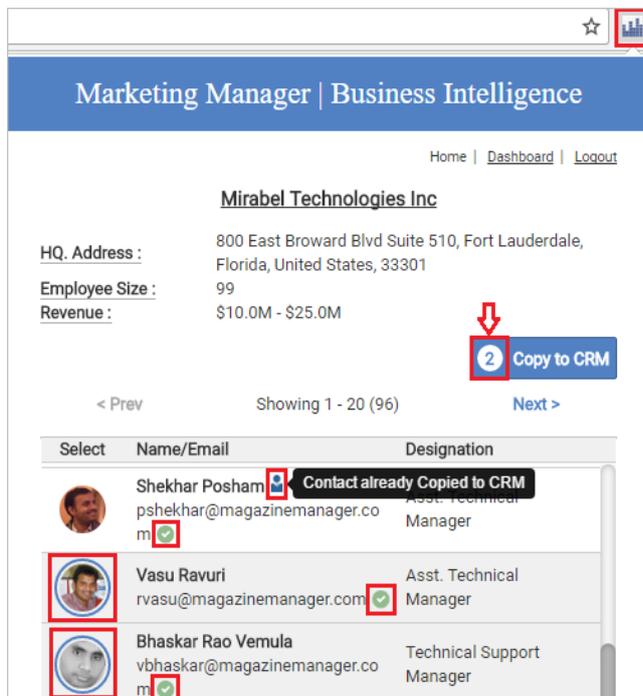
Color Segmentation of CRM icon

- Color segmentation of CRM icon enables the users to distinguish between the contacts that are copied from Marketing Manager and the contacts that are created directly in the CRM using the 'Add contact' feature. The CRM icon for a contact that is copied from Marketing Manager to CRM will be in 'Blue'  while the icon is colored in 'Green'  if the contact is created directly in the CRM.

Visitors Report									
P	Company Name	E-Mail	Page Views	All Time Visits	Visiting From	Visit Date	Location	Social Media	CRM
	Raton Commerce	Carolina crush@bober.com	1	36	Google	Jun 20, 2017 8:42AM	Fort Lauderdale, United States, 33301		
	Gulf Media Group	Lyssa lyssa@gulfmediagroup.com	2	1,600	m.facebook.com	Jun 19, 2017 7:35PM	Oakland Park, United States, 33304		

Browser Extension Enhancements

- Now you can identify the contacts that you have already copied from Browser Extension to CRM by looking at the 'CRM' icon , you cannot select/copy the contacts that you have already copied to CRM.
- Now you can see the Email ID validation status  for the contacts in Browser Extension.
- You can now see the number of contacts you have selected for copying to CRM in the 'Copy to CRM' button.



Marketing Manager | Business Intelligence

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Mirabel Technologies Inc

HQ. Address : 800 East Broward Blvd Suite 510, Fort Lauderdale, Florida, United States, 33301

Employee Size : 99

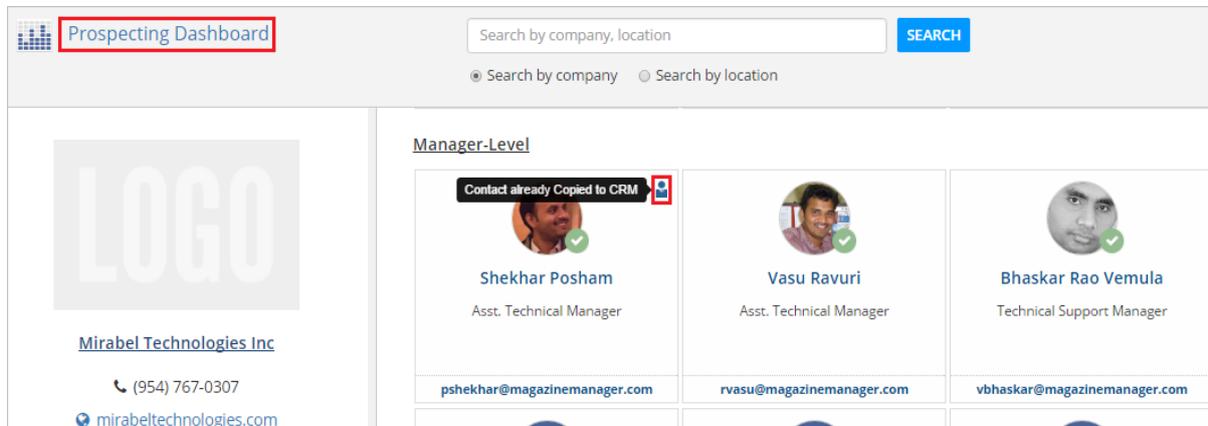
Revenue : \$10.0M - \$25.0M

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Select	Name/Email	Designation
	Shekhar Posham pshekh@magazinemanager.co	Asst. Technical Manager
	Vasu Ravuri rvasu@magazinemanager.com	Asst. Technical Manager
	Bhaskar Rao Vemula vbhaskar@magazinemanager.co	Technical Support Manager

Prospecting Dashboard Enhancements

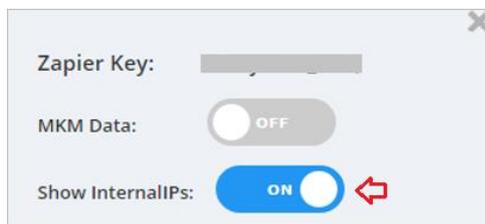
- Now you can identify the contacts that you have already copied from Prospecting Dashboard to CRM by looking at the 'CRM' icon . You cannot select or copy the contacts that you have already copied to CRM.



Filter Internal IPs

Menu Path: Dashboard Menu → Setup → Website Setup → Click 'Settings' icon.

- Using this setting, you can choose to show (or) hide the leads from your internal IPs in the 'Leads Report', 'Landing Pages Leads Report' and Monthly Leads Reports.

'Visiting From' field in Visitors Report

- 'Visitor Report' shows the 'Visiting From' information for each visit.

Go Back to Dashboard		Visitors Report									
P	Company Name	E-Mail	Page Views	All Time Visits	Visiting From	Visit Date	Location	Social Media	CRM		
	Pro...One		1	1	Google	Jun 20, 2017 7:56AM	Boca Raton, United States, 33427				
	tel		1	1	Yahoo!	Jun 20, 2017 6:58AM	Hallandale Beach, United States, 33009				
	Christe	Catherine christare...@bellsouth.net		1	178	news.google.com	Jun 20, 2017 6:45AM	Miami, United States, 33010			
	Electronics		1	1	m.facebook.com	Jun 20, 2017 5:44AM	Sanford, United States, 32771				

Enhanced Search in Visitors Report

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

- Now you can seamlessly search in 'Visitors Report' based on:

Company Name  Location  Email 



The screenshot shows the 'Visitors Report' interface. At the top, there are navigation tabs for 'Media', 'Daily', and 'Visitors Report'. A search bar on the right contains the text 'Mirabel' and shows '50 of 21866 Search records'. Below the search bar, there are three filter options: 'Company', 'Location', and 'Email', each with a red arrow pointing to a search result in the dropdown menu. The dropdown menu lists several results, including 'Mirabel Technologies | the Magazine Manager', 'Mirabelis', 'Mirabel Technologies Indi', 'Technology Mirabel', 'Mirabel, Canada', and 'Michael Cook mcook@mirabeltechnologies.com'. The main table below the search bar displays visitor data with columns for 'Company Name', 'E-Mail', 'Page Views', 'All Time Visits', 'Visiting From', 'Visit Date', and 'Location'. The table contains three rows of data.

Company Name	E-Mail	Page Views	All Time Visits	Visiting From	Visit Date	Location
The Magazine Manager	poojya1@magazinemanager.com	15	1	No Referrer	Jun 21, 2017 6:04AM	Hyderabad,
Athens International		1	1	No Referrer	Jun 21, 2017 2:30AM	Athens, Gre
Mari International		2	1	No Referrer	Jun 20, 2017 6:31PM	Manhattan, 022