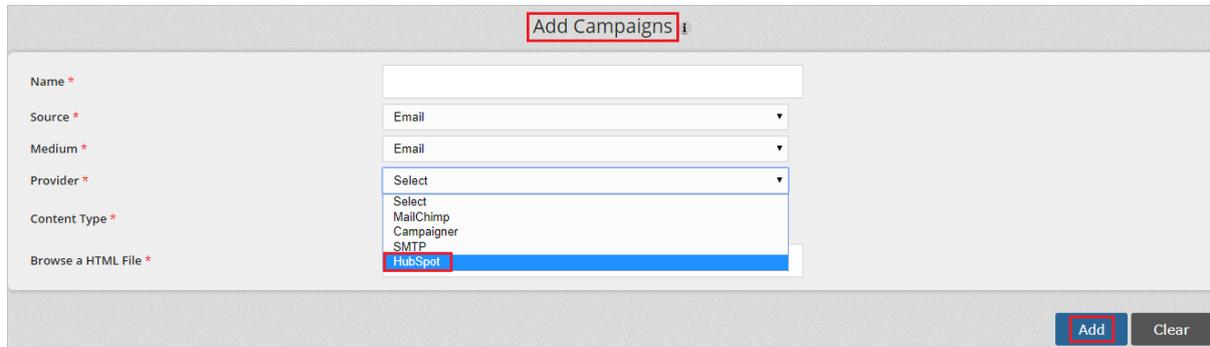


Marketing Manager New Release v8.0

HubSpot Email Campaigns integration

Now you can integrate HubSpot Email Campaigns with Marketing Manager. Integrating your Email Campaigns with Marketing Manager will give you more insights about your Leads, Visitors & Prospects in the respective reports.



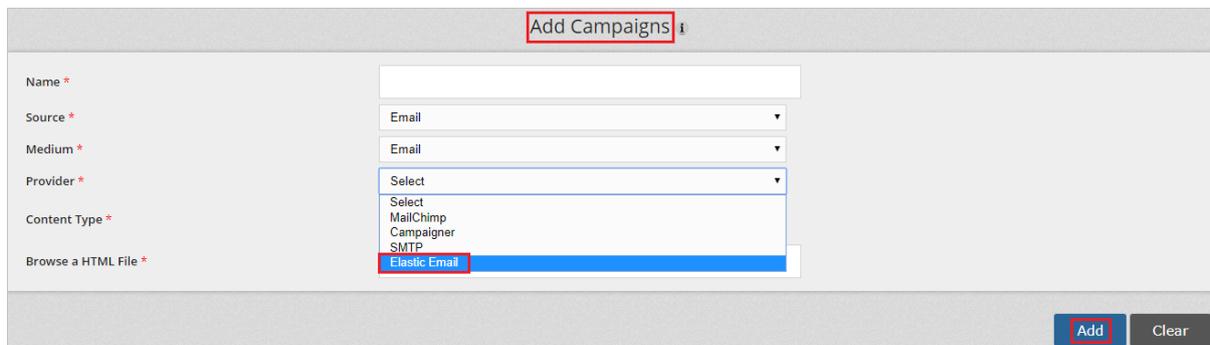
The screenshot shows the 'Add Campaigns' form in Marketing Manager. The form has a title 'Add Campaigns' with an information icon. It contains several fields: 'Name *' (text input), 'Source *' (dropdown menu with 'Email' selected), 'Medium *' (dropdown menu with 'Email' selected), 'Provider *' (dropdown menu with 'Select' selected), and 'Content Type *' (dropdown menu with 'Select', 'MailChimp', 'Campaigner', 'SMTP', and 'HubSpot' options, where 'HubSpot' is highlighted in blue). There is also a 'Browse a HTML File *' button. At the bottom right, there are 'Add' and 'Clear' buttons.

Steps: Design the campaign template in 'HubSpot' → Export the template as a 'HTML' file → In Marketing Manager, under 'Setup', click 'Add Campaigns' → Choose the 'Provider' as 'HubSpot' → Click 'Choose File' button to upload the HTML file of the template exported from HubSpot into Marketing Manager (or) alternatively you can choose the 'HTML Content' radio button to paste the HTML code copied from HubSpot campaign to Marketing Manager → Click 'Add' button → Click the 'Download' button of the campaign you have just added in Marketing Manager to download the HTML file → Overwrite the HTML code of the HubSpot template with the new HTML file you have downloaded from Marketing Manager → Send the Email Campaign from HubSpot → Go to 'Email Campaigns Report' in Marketing Manager for tracking details.

P.S: Reach out to our Software Consultant for more details and integration support.

Elastic Email Campaigns integration

Now you can integrate Elastic Email Campaigns with Marketing Manager. Integrating your Email Campaigns with Marketing Manager will give you more insights about your Leads, Visitors & Prospects in the respective reports.



The screenshot shows the 'Add Campaigns' form in Marketing Manager. The form has a title 'Add Campaigns' with an information icon. It contains several fields: 'Name *' (text input), 'Source *' (dropdown menu with 'Email' selected), 'Medium *' (dropdown menu with 'Email' selected), 'Provider *' (dropdown menu with 'Select' selected), and 'Content Type *' (dropdown menu with 'Select', 'MailChimp', 'Campaigner', 'SMTP', and 'Elastic Email' options, where 'Elastic Email' is highlighted in blue). There is also a 'Browse a HTML File *' button. At the bottom right, there are 'Add' and 'Clear' buttons.

Steps: Design the campaign template in 'Elastic Email' → Export the template as a 'HTML' file → In Marketing Manager, under 'Setup', click 'Add Campaigns' → Choose the 'Provider' as 'Elastic Email' → Click 'Choose File' button to upload the HTML file of the template exported from Elastic Email into Marketing Manager (or) alternatively you can choose the 'HTML Content' radio button to paste the HTML code copied from Elastic Email campaign to Marketing Manager → Click 'Add' button → Click the 'Download' button of the campaign you have just added in Marketing Manager to download the HTML file → Overwrite the HTML code of the Elastic Email template with the new HTML file you have downloaded from Marketing Manager → Send the Email Campaign from Elastic Email → Go to 'Email Campaigns Report' in Marketing Manager for tracking details.

P.S: Reach out to our Software Consultant for more details and integration support.

Google AdWords integration

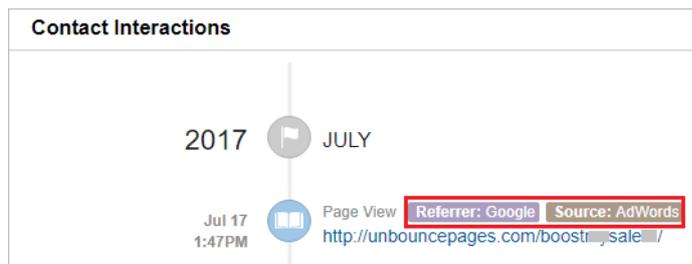
- Visits to your website from your Google AdWords campaigns will be tracked by Marketing Manager and displayed under 'Visiting From' field in 'Visitors Report'.

Go Back to Dashboard

Visitors Report

P	Company Name	E-Mail	Page Views	All Time Visits	Visiting From	Visit Date	Location
	Organisation	p b poolyab91@gmail.com	1	4	Google-AdWords	Jul 17, 2017 1:47PM	Hyderabad, India, 500018

- Click on the visitor's Email ID to see the 'Referrer' & 'Source' reflecting on the respective contact interaction.



Ability to convert Contacts to Customers

Once you successfully convert the contacts in Marketing Manager into your customers, you can apply 'Convert to Customer' setting to classify your contacts.

- You can click on the Email ID of a contact in any report and convert the contact as customer using the 'Convert to Customer' check box.
- 'Visitors Report' is shown as an example below, with similar steps you can convert the Contacts to Customer in other reports as well.
- Click on the Email ID of the contact who converted into your customer.

Jul 14, 2017 - Jul 20, 2017

Visitors Report

P	Company Name	E-Mail	Page Views	All Time Visits	Visiting From	Visit Date	Location	Social Media	CRM
	Penn Realty Corporation	michael michael@penn.com	1	87	insiders guide 7/20(opt_in)	Jul 20, 2017 8:16AM	Boca Raton, United States, 33432	in	<input type="checkbox"/>
	Ora	andrew@comcast.net	1	3	insiders guide 7/20(opt_in)	Jul 20, 2017 8:11AM	La Mesa, United States, 91941	in	<input type="checkbox"/>

- Select the 'Convert to Customer' check box.

Go Back to Visitors Report

Visitors Report

Contact Details

First Name:

Last Name:

E-Mail:

Company Name:

LinkedIn URL:

GooglePlus URL:

Originated source : Search Engine | Referrer name : Google

Phone Number:

Twitter URL:

Website URL:

Facebook URL:

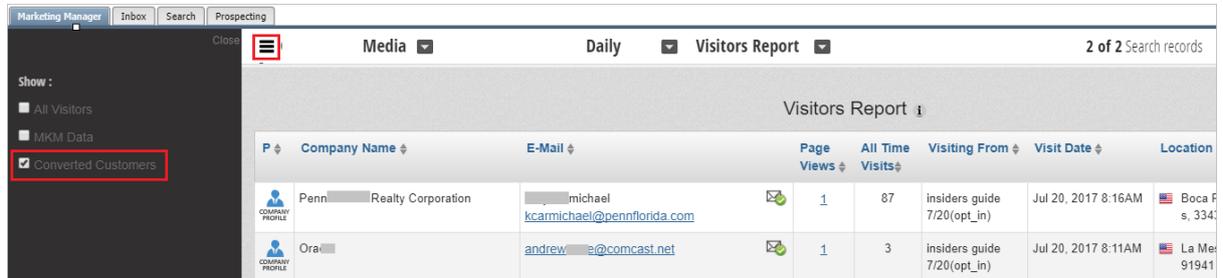
Location:

Convert to Customer Converted To Customer

Note: If you are clicking on the Email IDs in the 'Business Intelligence' page of any prospect company, you will not find the 'Convert to Customer' checkbox unless you copy the contact to Marketing Manager CRM.

Ability to generate reports based on Customers

- You can now filter the reports based on the new 'Converted Customers' filter.
- Click on Actions  button → select 'Converted Customers' checkbox to generate the reports only with the list of converted customers.

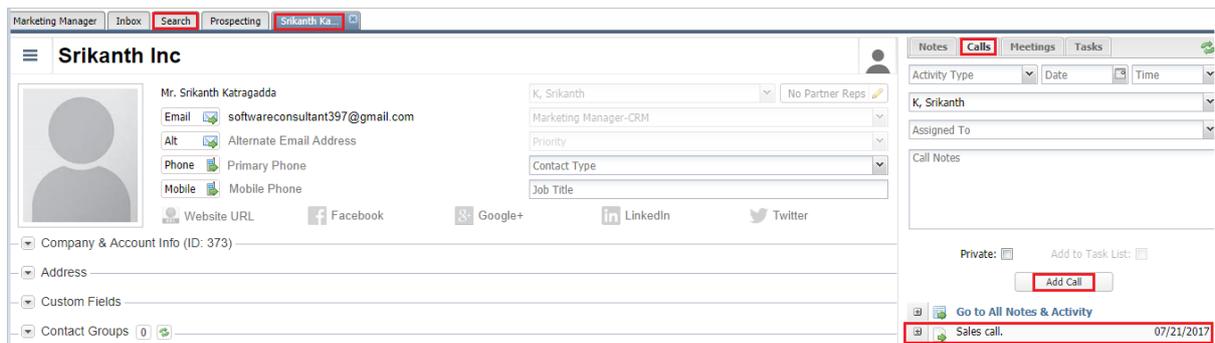


The screenshot shows the Marketing Manager CRM interface. On the left sidebar, under 'Show:', the 'Converted Customers' checkbox is checked and highlighted with a red box. The main area displays a 'Visitors Report' table with the following data:

P	Company Name	E-Mail	Page Views	All Time Visits	Visiting From	Visit Date	Location
	Penn Realty Corporation	...michael kcarmichael@pennflorida.com	1	87	insiders guide 7/20(opt_in)	Jul 20, 2017 8:16AM	Boca Raton, FL 334
	Oral	...andrew...@comcast.net	1	3	insiders guide 7/20(opt_in)	Jul 20, 2017 8:11AM	La Mesa, CA 91941

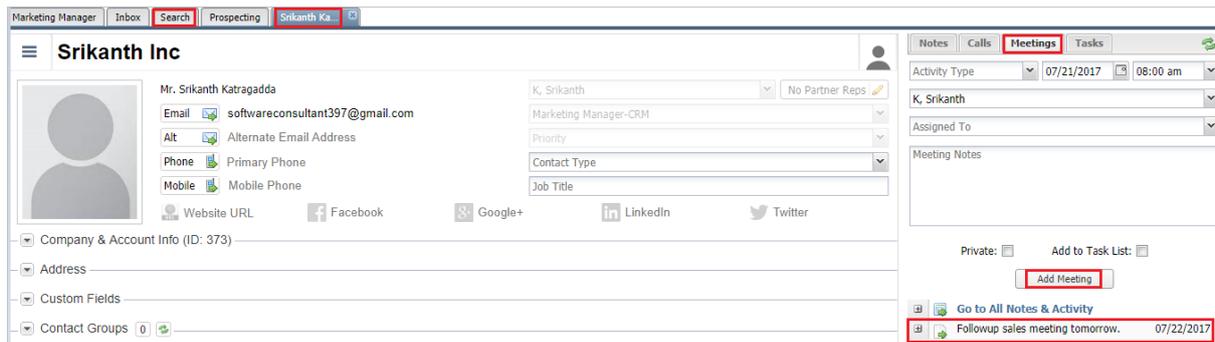
CRM Calls & Meetings in Contact Interactions

- Setup your calls with prospects in Marketing Manager CRM.



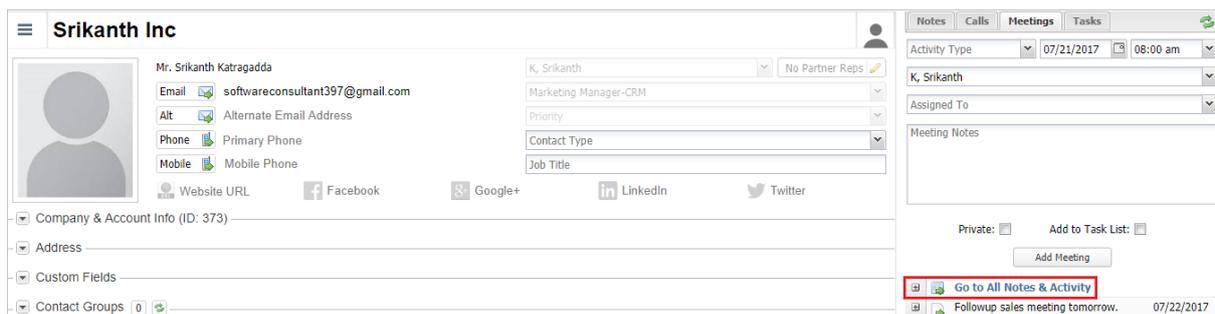
The screenshot shows the contact profile for 'Srikanth Inc' (Mr. Srikanth Katragadda). The 'Calls' tab is active. A 'Sales call' activity is listed on 07/21/2017, highlighted with a red box. The 'Add Call' button is also visible.

- Setup your meetings with prospects in Marketing Manager CRM.



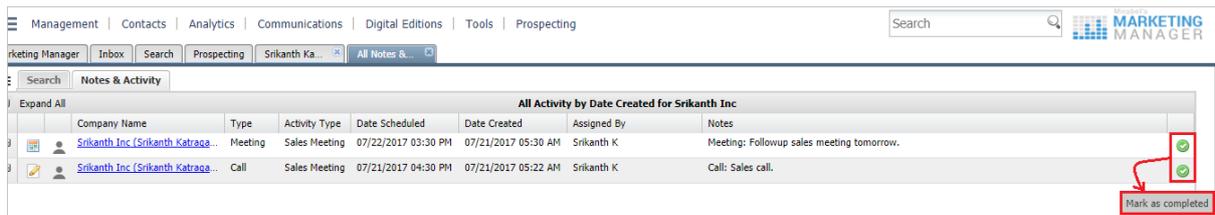
The screenshot shows the contact profile for 'Srikanth Inc' (Mr. Srikanth Katragadda). The 'Meetings' tab is active. A 'Followup sales meeting tomorrow' activity is listed on 07/22/2017, highlighted with a red box. The 'Add Meeting' button is also visible.

- Click on 'Go to All Notes & Activity'.



The screenshot shows the contact profile for 'Srikanth Inc' (Mr. Srikanth Katragadda). The 'Meetings' tab is active. The 'Go to All Notes & Activity' button is highlighted with a red box.

- Click on the  button to mark your calls & meetings as completed.



Marketing Manager | Management | Contacts | Analytics | Communications | Digital Editions | Tools | Prospecting

Marketing Manager | Inbox | Search | Prospecting | Srikanth Ka... | All Notes &...

Notes & Activity

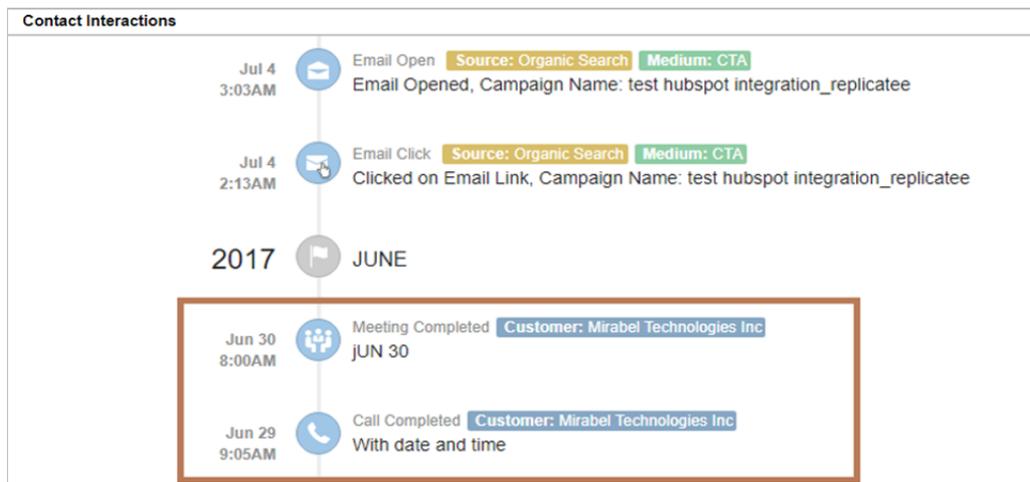
Expand All

All Activity by Date Created for Srikanth Inc

Company Name	Type	Activity Type	Date Scheduled	Date Created	Assigned By	Notes
Srikanth Inc (Srikanth Katra...	Meeting	Sales Meeting	07/22/2017 03:30 PM	07/21/2017 05:30 AM	Srikanth K	Meeting: Followup sales meeting tomorrow.
Srikanth Inc (Srikanth Katra...	Call	Sales Meeting	07/21/2017 04:30 PM	07/21/2017 05:22 AM	Srikanth K	Call: Sales call.

Mark as completed

- Once you mark your calls & meetings as complete, they will be reflecting in the respective contact interactions.



Contact Interactions

Jul 4 3:03AM Email Open Source: Organic Search Medium: CTA
Email Opened, Campaign Name: test hubspot integration_replicat

Jul 4 2:13AM Email Click Source: Organic Search Medium: CTA
Clicked on Email Link, Campaign Name: test hubspot integration_replicat

2017 JUNE

Jun 30 8:00AM Meeting Completed Customer: Mirabel Technologies Inc
JUN 30

Jun 29 9:05AM Call Completed Customer: Mirabel Technologies Inc
With date and time

Improved Competitors Report

Menu Path: 'Dashboard' menu → Competitors

'Competitors Report' has been improved to show much accurate Linking Domains, Facebook & Twitter metrics for your primary website as well as your competitor websites.



Marketing Manager | Inbox | Search | Prospecting | Srikanth Ka...

Media Daily Competitors Report

Competitors Report | All | 7d | 1m | 3m | 6m | 1yr

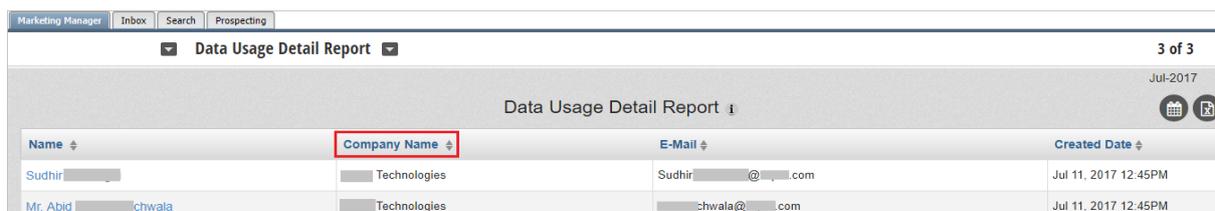
User History | Export To Excel | Deleted Items | Add New Competitors

Website URL	Traffic Rank	Indexed Pages	Linking Domains	Moz Rank	Facebook Fans	Twitter Followers	Actions
http://www.fortlaude...ly.com (Primary Site)	257,753	8,380	437	6.22	31,776	4,832	
http://www.f...g.com	6,768,018	2,620	41	6.23	10,580	5,563	

Company Name in Data Usage Detail Report

Menu Path: 'Dashboard' menu → Setup → 'Data Usage Detail Report'.

- 'Company Name' of the contacts copied into CRM is included now in the 'Data Usage Detail Report'.



Marketing Manager | Inbox | Search | Prospecting

Data Usage Detail Report | 3 of 3

Data Usage Detail Report | Jul-2017

Name	Company Name	E-Mail	Created Date
Sudhir	Technologies	Sudhir@...com	Jul 11, 2017 12:45PM
Mr. Abid	Technologies	chwala@...com	Jul 11, 2017 12:45PM