

Marketing Manager New Release v9.0

Keywords analysis based on Visitors & Prospects

Menu Path: Dashboard menu → Campaigns → 'Keywords Report'.

By integrating your Google Search Console (Webmaster Tools) with Marketing Manager, you can find the list of keywords searched in Google to land onto your website.

Keyword	URL	No of Companies	No of Emails
magazine manager	magazinemanager.com	194	30
pagination software	magazinemanager.com/digital-studio	50	6
advertising sales management software	magazinemanager.com/ad-management	43	7

For example, in the above screenshot:

- '194' companies visited 'magazinemanager.com' URL by searching with Keyword 'magazine manager' in Google. Click on the count to open 'Company Detail Report'.
- '30' identified visitors with Email ID already captured in Marketing Manager visited 'magazinemanager.com' URL by searching with Keyword 'magazine manager' in Google. Click on the count to open 'Email Detail Report'.
- Click on any keyword to see 'Clicks' & 'Impressions' for each keyword.

Keyword	Clicks	Impressions
best restaurants in fort lauderdale	61	1850
new restaurants in fort lauderdale	44	186
fort lauderdale restaurants	39	2355
restaurants in fort lauderdale	30	1501

Reach out to our software consultant for the initial setup & guidance on integrating your Google Search console with Marketing Manager.

Detailed activity insights of your Prospects

Detailed insights about prospect activity on your website is captured & reported in 'Company summary view', 'Company Detail view' & 'Page Detail View' tabs of 'Prospect Summary Report'.

- Go to Prospects Report → Click on 'Prospect Summary Report' icon.

P	Company Name	E-Mail	Pages	Visitors	Leads	Visiting From	Last Seen	Location
	Knowledge Advisors							hicago, United States, 60606
	Thamizhaga Internet Communications Private Limited							hennai, India, 600009

- An excel report will be Emailed to logged in user.

Filter Name	Filter Value					
Date Range	August 01 2017 to August 31 2017					
Location						
Company	City	Country	Last seen date	No of unique pages	Duration (in Mins)	No of unique visitors
PTR College of Engineering and Technology	Madurai	India	Aug 22 2017 12:59AM	2	00:17	1
Packetworks Inc.	London	Canada	Aug 8 2017 2:26PM	3	02:19	1
Deloitte Consulting	Hyderabad	India	Aug 9 2017 1:31AM	1	00:00	1
Microland Bangalore	Bangalore	India	Aug 1 2017 11:20AM	5	03:23	1
Lezon Inc	Glensview	United States	Aug 6 2017 6:55AM	1	00:00	1
Eat Club Inc	Rocklin	United States	Aug 25 2017 1:35PM	5	00:00	1
Sonoma State University	North Las Vegas	United States	Aug 17 2017 3:13PM	2	00:14	1
Evaneos	London	United Kingdom	Aug 17 2017 8:55AM	2	00:24	1
Intercom	San Francisco	United States	Aug 11 2017 1:37PM	1	00:00	1
Chandigarh	Basi	India	Aug 17 2017 1:58AM	7	06:09	1
Pricewaterhouse Coopers Services Ltd	Southwark	United Kingdom	Aug 24 2017 7:43PM	2	01:07	1
Stanford University	Stanford	United States	Aug 22 2017 1:17PM	1	00:00	1
Datalab USA LLC	Germantown	United States	Aug 25 2017 3:34PM	1	00:00	1
Firat University	Elazig	Turkey	Aug 11 2017 6:54AM	3	06:37	1
Green Mountain Access	South Burlington	United States	Aug 4 2017 8:02PM	2	00:31	1
Gold Eagle Co.	Chicago	United States	Aug 7 2017 9:00AM	1	00:00	1
Power Grid Corporation of India Limited	Aizawl	India	Aug 19 2017 5:17AM	2	01:43	2

Define custom sources of your Leads & Visitors

Menu Path: Dashboard menu → Setup → 'Source Setup'.

Source Setup

Source Save Cancel

Source Name	Actions
Bing PPC	
Direct	
Email	
Facebook	
Google-AdWords	← Pre-defined Sources.
LinkedIn	
Organic Search	
Twitter	
Website	

- You will see some pre-defined sources in the Source Setup Page.
- You can also create custom sources as per your requirement by typing a source & clicking on 'Save' button.
- The pre-defined and custom sources will be leveraged in various Marketing Manager features & Reports listed below:
 1. Landing Page Setup.
 2. URL Builder.
 3. Originating Source.
 4. Contact Interactions.
 5. Landing Pages Leads Report
 6. Sources Report.

Analyze traffic based on the Sources

Menu Path: Dashboard menu → Campaigns → 'Sources Report'.

- Click on the counts under 'No of Visits' to navigate to 'Visitors Report' showing the visits of the respective 'Source'.
- Click on the counts under 'Leads' to navigate to 'Landing Pages Leads Report' showing the leads captured from the respective 'Source'.
- If you convert any contacts into customers using 'Convert to Customer' option in contact details page in any report, the counts will reflect under 'Customers' in this report.

Aug 26, 2017 - Sep 1, 2017

Sources Report

Source	No of Visits	Leads	Customers
Website	558	105	0
Others	19	0	0
Organic Search	2426	0	0
Facebook	1	0	0
Email	8	0	0
Direct	466	0	0

Assign positive or negative scores to Leads & Visitors actions

Menu Path: Dashboard menu → Setup → Lead Score Setup

- Lead Score can be applied by creating rules based on various Lead categories, Visitor Activity, Condition & Value. For instance, you can assign the lead 'Score' as 3 if 'Number of visits' from 'Website Traffic' are 'Greater than or Equal to' value '2'. (First rule in below screenshot).
- Click 'User History' tab for user details of each rule.
- You can assign positive lead scores in the 'Positive Lead Score' tab.

Lead Score Setup

User History

Positive Lead Score | **Negative Lead Score**

Category of the rule
Visitor action on the site
Rule statement/Condition
Criteria
Score assigned for rule

Category: Website Traffic | Item: Number of visits | List: Greater than Or Equal to | Value: 10 | Score: 20 | Add | Cancel

Category	Item	List	Value	Score	Edit
Website Traffic	Number of visits	Greater than Or Equal to	2	3	Edit Delete
Website Traffic	Interactions/Pageviews	Greater than Or Equal to	5	5	Edit Delete
Website Traffic	Number of lead triggers	Greater than Or Equal to	2	10	Edit Delete
Website Traffic	Downloads of pdf articles	Less than	5	5	Edit Delete
Website Traffic	Visiting from Location	Channel		23	Edit Delete

- You can also assign negative lead scores, any numbers that you assign in the 'Negative Lead Score' tab is automatically considered as negative values.

Positive Lead Score | **Negative Lead Score**

Category: Email Activity | Item: Lack of response | List: One month | Score: 10 | Add | Cancel

Category	Item	List	Score	Edit
Website Traffic	Visiting from Location	Europe	1	Edit Delete
Website Traffic	Visiting from Location	Hyderabad	2	Edit Delete
Website Traffic	Visiting from Location	ewefqd	4	Edit Delete
Website Traffic	InActive	One week	5	Edit Delete
Website Traffic	InActive	One month	10	Edit Delete
Website Traffic	Visits to certain pages	http://tier1.fortlauderdaledaily.com/food-drink	5	Edit Delete
Email Activity	Lack of response	One week	14	Edit Delete

- Go to Dashboard menu → Leads → 'Leads Scoring Report' to see the aggregated lead scores based on your rules.

P	Company Name	E-Mail	Phone Number	Social Media	Lead Score	CRM
	The Magazine Manager	santosh.paivela paivela.santosh@magazinemanager.com		in	52	
	The Magazine Manager	Kiran.r rkiran@magazinemanager.com	9999999999	in	52	
	The Magazine Manager	p.b poojya@magazinemanager.com	9000877777	in	33	

- Click on the lead score counts to see lead score breakup in 'Leads Scoring Detail Report'.

[Go Back to Leads Scoring Report](#)

Leads Scoring Detail Report

E-Mail : lbarrett@mirabeltechnologies.com

Rule	Activity Date	Score
Form ContactUS submitted	Aug 28 2017 4:50PM	8
Number of PageViews Greater than Or Equal to 2	Aug 28 2017 4:50PM	5
Lack of Inactivity of One week	Aug 28 2017 4:50PM	-3

Track your campaigns by generating custom URLs

Menu Path: Dashboard menu → Setup → Landing Page Setup → URL Builder

You can generate URLs with UTM tags for posting into various campaign platforms. An example is shown below:

Landing Page Setup

Landing Pages **URL Builder**

URL Builder

Input the required fields, URL Builder will generate the URL for you.

Website URL *
The full website URL (e.g. https://www.example.com)

Campaign Name *

Campaign Source * *Sources populated from Source Setup*

Campaign Medium
Marketing medium: (e.g. cpc, banner, email)

Campaign Term

Generated URL is

- The URLs should have Mirabel tracking code for tracking the response in Marketing Manager.
- 'Campaign Source' field in URL Builder will populate both Pre-defined & custom sources created in 'Source Setup'.
- Campaign response can be analyzed using Marketing Manager 'Sources Report' & 'Visitors Report'.
- If the URL is a Landing Page, 'form submissions' can be analyzed using various Landing Page Leads reports.

Note: The URLs generated in the 'URL Builder' will not be saved in Marketing Manager.

Append campaign sources to landing page URLs

Menu Path: Dashboard menu → Setup → 'Landing Page Setup' → Landing Pages.

The landing page URLs are now automatically associated with the pre-defined & custom sources created in 'Source Setup'. Click on 'Copy Link' option to copy and post the landing page URL in the relevant campaign source.

The screenshot shows the 'Landing Page Setup' interface. At the top right, there is a button labeled 'Add Landing Page'. Below it, the 'Landing Pages' tab is active, showing a table with columns: Page URL, Page Name, Category, Description, Campaign, and Keyword. The table contains three rows of landing pages. Below the table, there is a row of social media source buttons: Google - AdWords, Bing PPC, LinkedIn, Facebook, Email, and Twitter. Each button has a 'Copy link' option. A red box highlights the 'LinkedIn source test' and 'test 12' columns in the table, and another red box highlights the social media source buttons. A red arrow points to the 'Copy link' button for 'Email'. Below the buttons, there is a note: 'Sources prepopulated from Source setup'.

- The Landing page used for the campaign should have Mirabel tracking code.
- The Landing Page URLs are saved in Marketing Manager for future reference.
- Landing Page Campaign response can be analyzed using 'Sources Report' & 'Visitors Report'.
- Landing Page Campaign 'form submissions' can be analyzed using various Landing Page Leads reports.

Ability to copy the contact designation to CRM

Now the contact designation is also copied into CRM when 'Copy to CRM' is performed from Business Intelligence (or) Prospecting Dashboard (or) Browser Extension. Also, it can be exported into the contact export file.

The screenshot shows a CRM contact record for 'Ashok Kumar' at 'Mirabel Technologies Inc'. The contact information includes: Email (kashok@magazinemanager.com), Alt (Alternate Email Address), Phone (Primary Phone), Mobile (Mobile Phone), Website URL, Facebook, Google+, LinkedIn, and Twitter. The 'Contact Type' is set to 'Project Manager'. Below the CRM record, there is an Excel spreadsheet showing contact data. The spreadsheet has columns: Customer ID, ParentID, Customer, JobTitle, Address 1, Address 2, City, State/Reg, Zip/Postal, County, Country, RepName Prefix, and First. The data row shows: Customer ID 460, ParentID 175, Customer Mirabel T, JobTitle Project Manager, Address 1, Address 2, City, State/Reg, Zip/Postal, County, Country, RepName Prefix, and First System Administratr Asho.

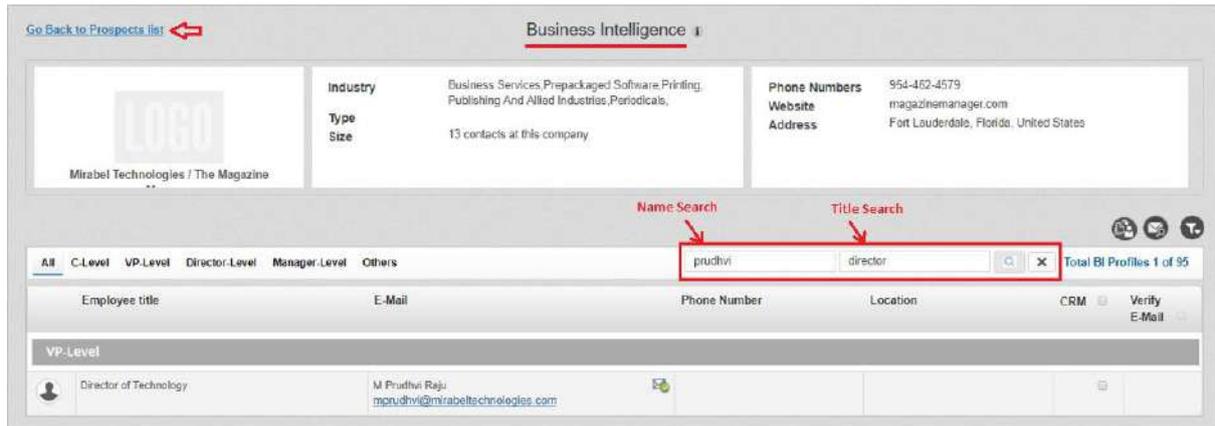
Advanced search based on Contact Name and Designation

You can now search seamlessly based on contact Name and/or Title in the following areas of Marketing Manager:

- 'Business Intelligence' section of any report.
- Prospecting Dashboard.

Business Intelligence:

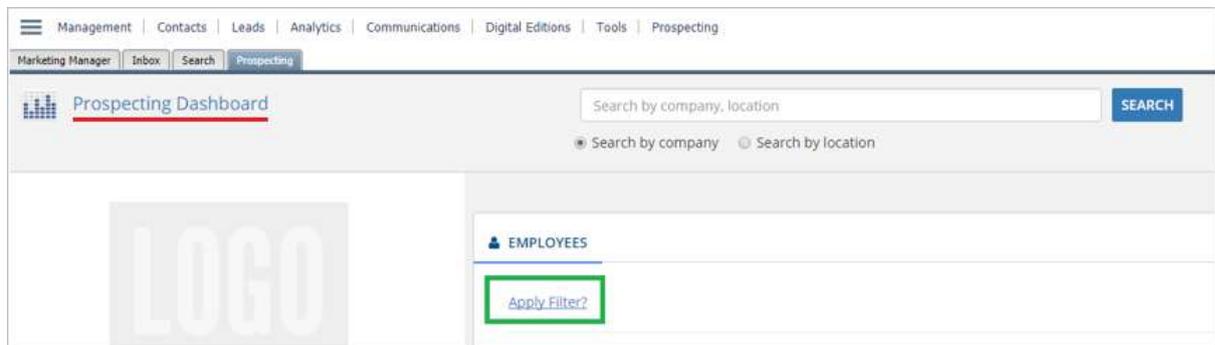
- Click on 'Company Profile' icon in any report → Give a Name and/or Title → Click search  button.



The screenshot shows the 'Business Intelligence' interface for a company profile. At the top, there are fields for 'Name Search' (containing 'prudhvi') and 'Title Search' (containing 'director'). Below these are tabs for 'All', 'C-Level', 'VP-Level', 'Director-Level', 'Manager-Level', and 'Others'. A table below shows a list of employees, with one entry for 'Director of Technology' having an email address 'mprudhvi@mirabeltechnologies.com'.

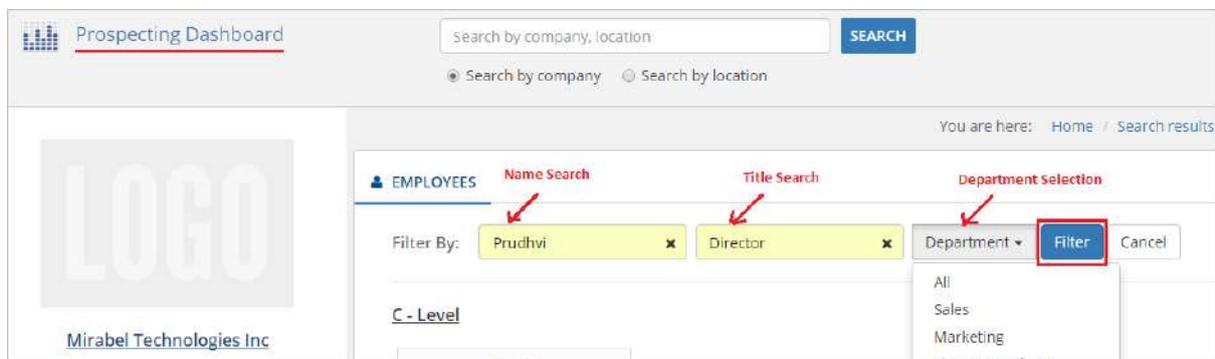
Prospecting Dashboard:

- Click 'Apply Filter?' link.



The screenshot shows the 'Prospecting Dashboard' interface. It features a search bar with the text 'Search by company, location' and a 'SEARCH' button. Below the search bar, there are radio buttons for 'Search by company' and 'Search by location'. A large 'LOGO' placeholder is visible on the left. On the right, there is a section titled 'EMPLOYEES' with a green-bordered button labeled 'Apply Filter?'.

- Give a Name and/or Title and/or Department → Click on 'Filter' button.

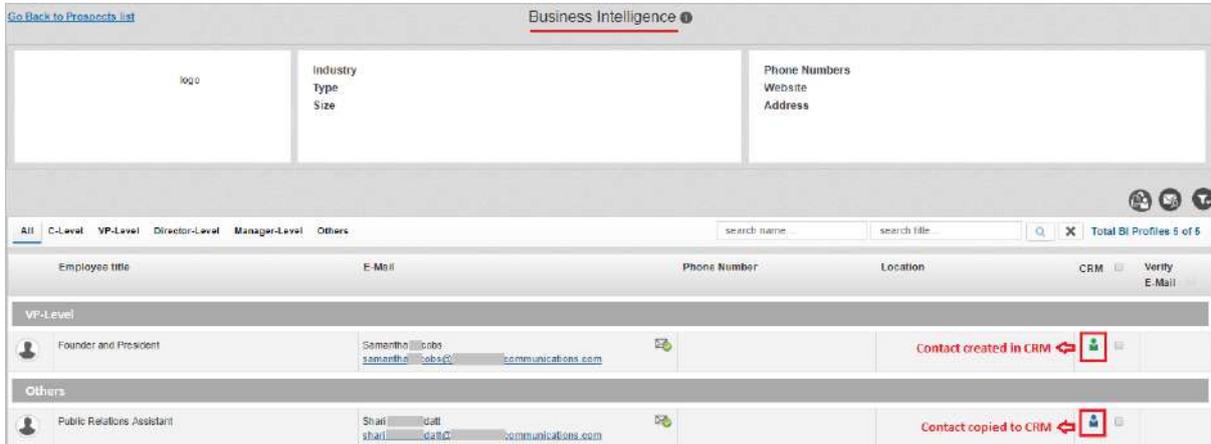


The screenshot shows the 'Prospecting Dashboard' interface with search filters applied. The 'Filter By' section includes 'Name Search' (containing 'Prudhvi'), 'Title Search' (containing 'Director'), and 'Department Selection' (with a dropdown menu open showing options like 'All', 'Sales', 'Marketing', and 'Finance & Admin'). A red-bordered 'Filter' button is highlighted.

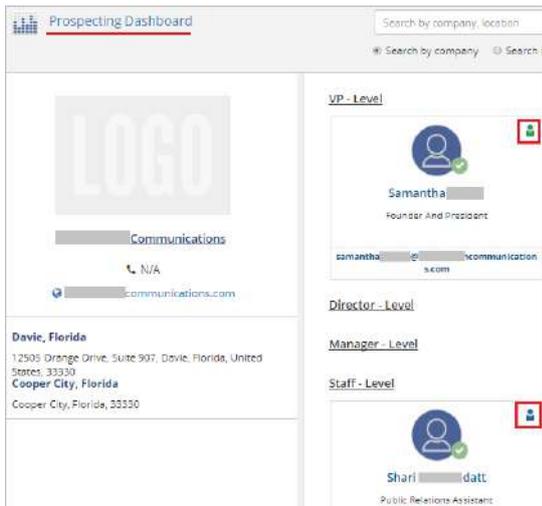
Classify contacts with CRM icon color segmentation

You can easily classify your contacts by the color of CRM icon. Green CRM icon indicates that the contact is directly created in CRM, Blue CRM icon indicates that the contact has been copied to CRM. Same is applicable for Business Intelligence, Prospecting Dashboard & Browser Extension.

Business Intelligence:



Prospecting Dashboard:



Browser Extension:

