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.

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.

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.

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

Filter Name	Fitler 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	Glenview	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

Company summary view | Company Detail view | Page Detail view | ⊕ | ⁝ | ◀ |

Define custom sources of your Leads & Visitors

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

- 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.

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.

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

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

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

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:

- 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 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.
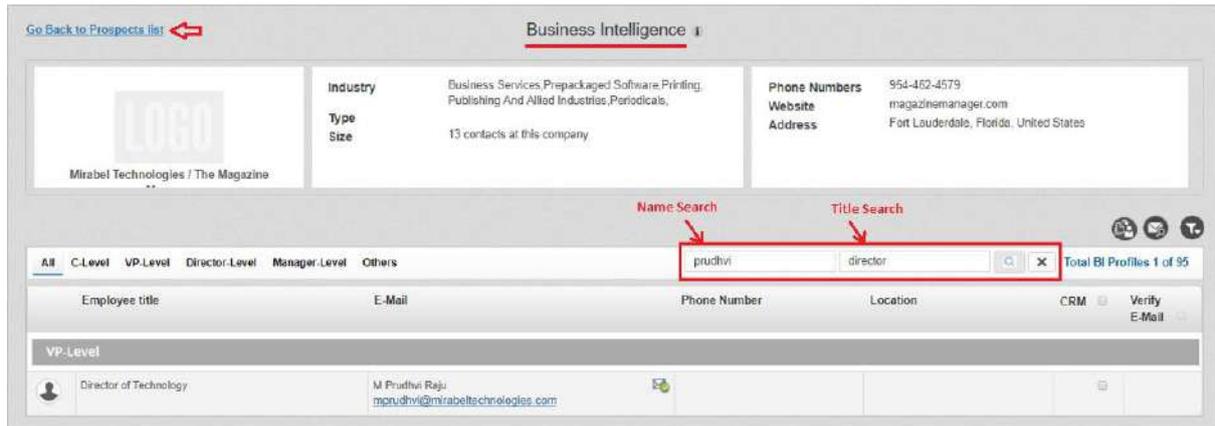
Advanced search based on Contact Name and Designation

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.
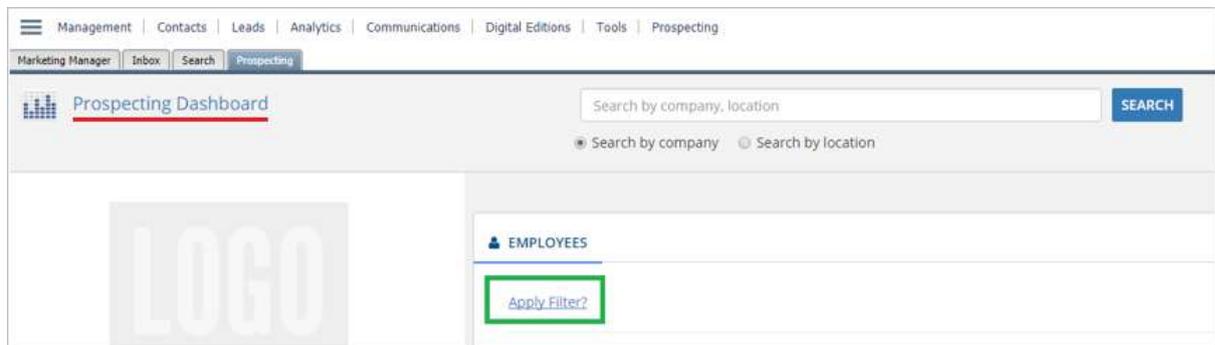- Prospecting Dashboard.

Business Intelligence:

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

Prospecting Dashboard:

- Click 'Apply Filter?' link.

- Give a Name and/or Title and/or Department → Click on 'Filter' button.
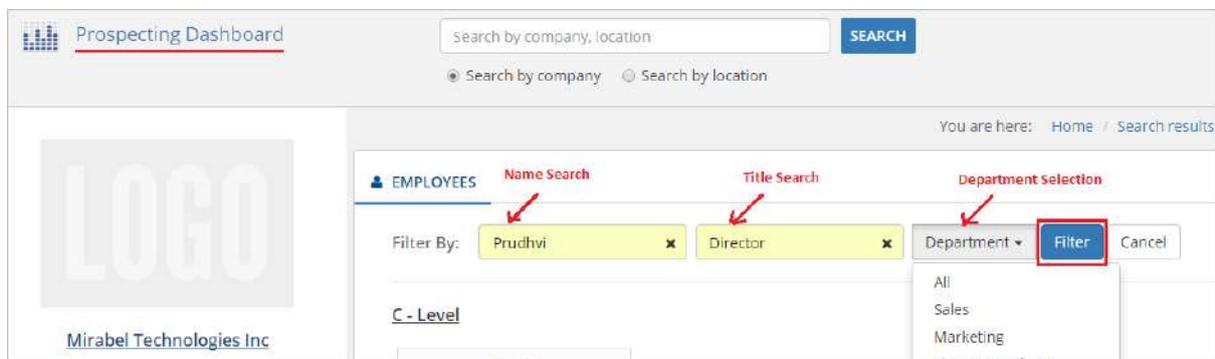
Classify contacts with CRM icon color segmentation
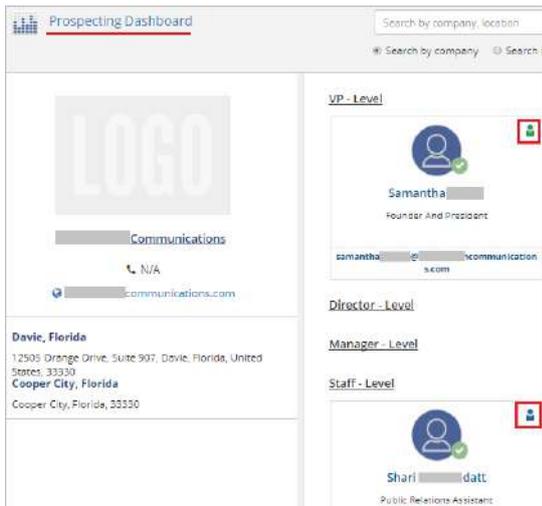
You can easily classify your contacts by the color of CRM icon. Green CRM icon indicates that the contact is directly created in CRM, Blue CRM icon indicates that the contact has been copied to CRM. Same is applicable for Business Intelligence, Prospecting Dashboard & Browser Extension.

Business Intelligence:

Prospecting Dashboard:

Browser Extension: