

# Marketing Manager New Release v9.1

## Get more insights with Sources drill-down

- At the top level, sources have been broadly categorized into 'Social Media', 'Website'(Referrals), 'Organic search' and any other custom sources that you may add in 'Source Setup'.

Sources Report			
Source	No of Visits	Leads	Customers
Direct	252	55	1
Google-AdWords	320	32	0
Others	263	18	0
Email	31	6	0
Organic Search	120	2	0
Folio	20	0	0
Social Media	37	0	0
Website	42	0	0

- 'Social Media' shows the traffic from sources like LinkedIn, Facebook, Twitter etc., including traffic from both campaigns and referrals.
- 'Organic search' shows the traffic from various search engines & also captures the keywords.
- 'Website' shows the traffic from any website referrals.
- 'Direct' shows the traffic landing directly onto your website.
- 'Others' will show the traffic that is driven from any other source apart from Marketing Manager pre-defined and your custom sources.

## Generate Short URLs for marketing with Landing Pages

- Under 'Landing Page Setup', you can now 'Generate Short URL' for all your sources where you might promote your landing pages. Short URLs are ideal for posting on social platforms with limited space.

The screenshot shows the 'Landing Page Setup' interface. At the top, there is a 'Landing Pages' tab and a 'URL Builder' tab. A table lists landing pages with columns for Page URL, Page Name, Category, Description, Campaign, and Keyword. Below the table, there is a grid of social media sharing options, each with a 'Copy Full URL | Generate Short URL' button. Red arrows point to the 'Generate Short URL' buttons for 'Folio', 'EditorandPublisher', and 'Media Minute'.

- Under 'URL Builder', long URL is created by default with the values you provide, click on 'Display short URL' for the short URL.

Landing Page Setup

Landing Pages **URL Builder**

URL Builder

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

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

Campaign Name \*

Campaign Source \*

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

Campaign Term

Generated URL is

**Display Short URL** Copy URL Clear

## Capture Landing Page form submissions with Webhook URL

- Webhook URLs for Unbounce have been enhanced to capture the form submissions even if the Java script for Unbounce fails due to some unforeseen reasons.

Unbounce

Url: Every time someone makes a new form submission on your page, Unbounce will send the data to this URL, please configure this in unbounce webhook url for post.

Script: Please copy this in unbounce landing page for tracking.

```
<!-- Marketing Manager Tracking Code Start -->
<script type="text/javascript">
function () { var e, t, e = document.createElement("script"), e.type = "text/javascript", e.async = !0, e.defer = !0, e.src =
```

## Contact Interactions to show Referrer for form submissions

- Now the 'Referrer Name' for form submissions is captured under 'Contact Interactions'. The referrer value could be campaign name (or) the website that is referring. It will be the search engine name if the source happens to be organic search & it will be blank if the form is submitted from the browser directly.

**Contact Interactions**

2017 NOVEMBER

Nov 14 8:29AM

Form Submission Source: Website Referrer Name: m.facebook.com

Newsletter Signup Popup - Fort Lauderdale Daily Submitted Through Landing Page

## Copy multiple contacts seamlessly using Bulk Copy to CRM

- Select the required contacts & click on 'Bulk Copy to CRM' icon.

Visitors Report

P	Company Name	E-Mail	Page Views	All Time Visits	Visiting From	Visit Date	Location	Social Media	CRM
	The Magazine Manager	Ravi Koomera Koomera rkoomera@magazinemanager.com	6	519	app.unbounce.com	Nov 14, 2017 5:02AM	Hof, Germany, 87637	in	<input checked="" type="checkbox"/>
	Unknown Company	kendra@group.email	12	1	No Referrer	Nov 14, 2017 1:19AM	Savannah, United States, 31401	in	<input checked="" type="checkbox"/>
	The Magazine Manager	Ravi Koomera Koomera rkoomera@magazinemanager.com	4	519	app.unbounce.com	Nov 13, 2017 3:35PM	Hof, Germany, 87637	in	<input checked="" type="checkbox"/>
	Mirabel Technologies Inc	Nathan cenovski ncenovski@mirabeltechnologies.com	2	53	No Referrer	Nov 13, 2017 3:14PM	Fort Lauderdale, United States, 33301	in	<input checked="" type="checkbox"/>

- Previously you need to manually select each contact in the dropdown & click on 'Copy to CRM' button. With this release, next contact in the dropdown is automatically selected once the previous contact is copied to CRM. This will save you time & effort.

**Contact Details**

First Name:

Last Name:

E-Mail:

Company Name:

LinkedIn URL:

GooglePlus URL:

Phone Number:

Twitter URL:

Website URL:

Facebook URL:

Location:

Cancel **Copy to CRM**

Dropdown menu items: kendra@group.email, rkoomera@magazinemanager.com, kendra@group.email, rkoomera@magazinemanager.com, ncnovski@mirabeltechnologies.com

## You can now search for Location in Lead Scoring Setup

- You can now quickly search for a location in 'Match Text' field & Marketing Manager displays relevant 'City, Country' values when you select 'Visiting from Location' as 'Item' while creating a rule in 'Lead Score Setup'. This will eliminate any typos & generates accurate Lead Scoring Report.

**Lead Score Setup**

Positive Lead Score Negative Lead Score

Category: Website Traffic Item: Visiting from Location Match Text: fort Score: Score Add Cancel

Category	Item	Match Text	Value	Score	Edit
Website Traffic	Number of visits	Fort Lauderdale, United States	2	3	Edit Delete
Website Traffic	Interactions/Pageviews	Fort Myers, United States	5	5	Edit Delete
Website Traffic	Number of lead triggers	Fort Pierce, United States	2	10	Edit Delete
		Fort Worth, United States			
		Frankfort, United States			

## Download Email Campaign html files with name

- Now when you download the Email Campaigns in 'Add Campaigns' page, the downloaded html file will have the Campaign Name instead of Campaign ID. This will avoid any confusion & save you time when you must integrate multiple Email campaigns.

Content Type \* Upload HTML HTML Content Import from URL

Browse a HTML File \* Choose File No file chosen

Add Clear

#	Name	Created Date	Source	Medium	Preview	Download	Actions
1	Week 6 Conversion clients	Nov 14, 2017 10:02AM	Email	Email			
2	Red Flag Email 11.09.17 - 1	Nov 13, 2017 3:54AM	Email	Email			
3	Monthly SC_11.13.17_Admin	Nov 10, 2017 6:39AM	Email	Email			
4	Red Flag Email 10.26.17 - 4	Nov 9, 2017 5:47AM	Email	Email			
5	Week 5 Conversion clients - New site layout	Nov 9, 2017 5:36AM	Email	Email			

Week 6 Conversi...html

Show all