

Marketing Manager New Release v9.3

Validate your contact lists using Mirabel's Email ID Verification Service

The new Mirabel's Email Verification service is used to verify the Email IDs captured in Marketing Manager from 'Form Submissions' & while copying the contacts to CRM from Marketing Manager Reports, BI Profiles, Prospecting Dashboard & Browser Extension.

This service is also available as a standalone subscription if you would like to validate the bulk Email IDs in your Contact databases, User lists, Subscription Lists, Email Campaign Lists etc. This service validates the Email IDs & classifies them with 'Good', 'Bad' or 'Unknown' status. A confidence score for the Email IDs with 'Unknown' status is given wherever applicable.

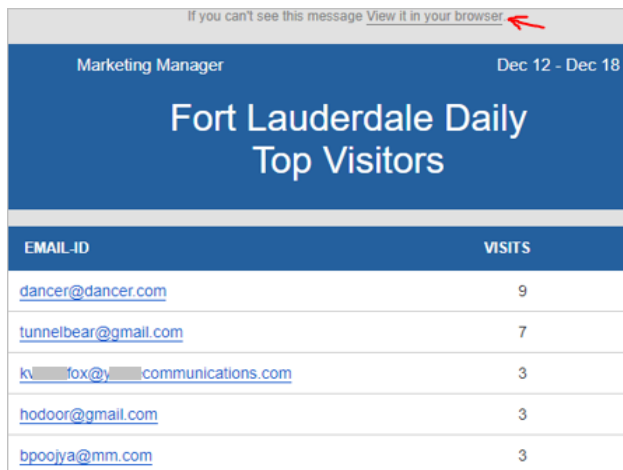
This will ensure that you will not have huge bounce rates when you send bulk Emails & eliminates the risk of your account deactivation/IP blacklisting by your Email service providers.

Reach out to our software consultant for further details.

Know your top visitors of the week based on Website visits

This notification will display the top 20 website visitors of the week. Only the visitors with Email ID will be considered for the ranking. This could be the priority list of prospects for your sales team. Once you configure, you will receive the Email notification on a weekly basis.

Note: Click on 'View it in your browser' link for better viewing experience.



If you can't see this message [View it in your browser](#)

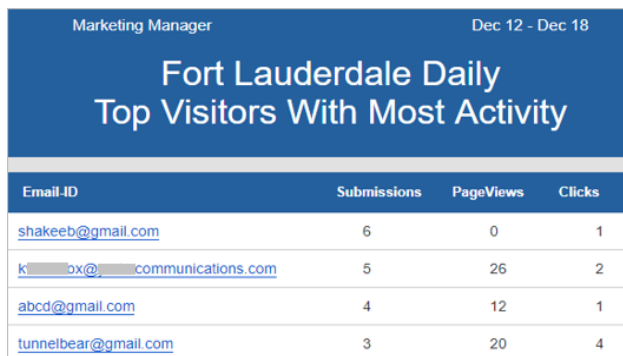
Marketing Manager Dec 12 - Dec 18

Fort Lauderdale Daily Top Visitors

EMAIL-ID	VISITS
dancer@dancer.com	9
tunnelbear@gmail.com	7
k[redacted]fox@y[redacted]communications.com	3
hodoor@gmail.com	3
bpoojya@mm.com	3

Know your top visitors of the week based on Page Views, Clicks & Submissions

This notification will display the top 20 website visitors with most activity in the week based on number of form submissions, page views and Email link clicks. Based on the activity, your sales team could gauge the prospect's level of interest on your products & services.



Marketing Manager Dec 12 - Dec 18

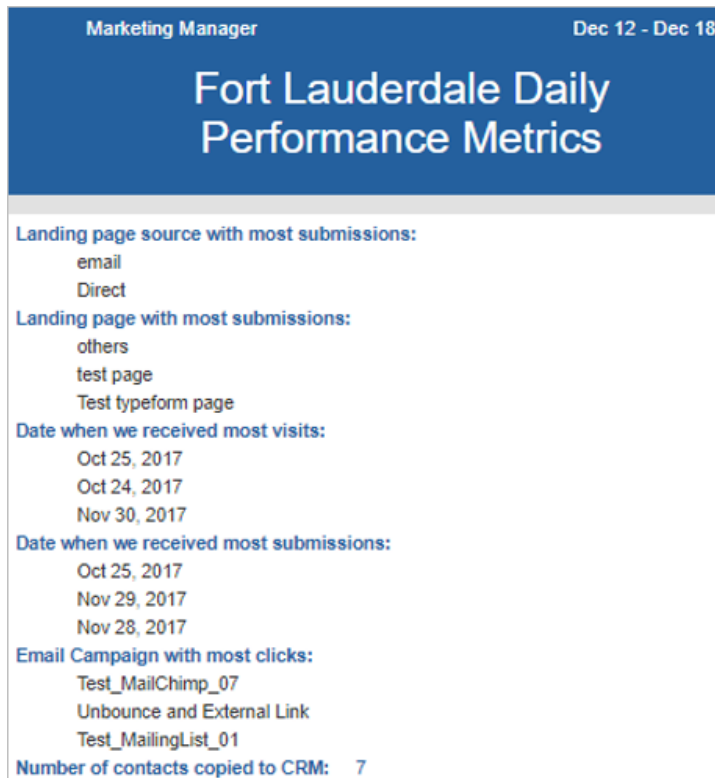
Fort Lauderdale Daily Top Visitors With Most Activity

Email-ID	Submissions	PageViews	Clicks
shakeeb@gmail.com	6	0	1
k[redacted]bx@y[redacted]communications.com	5	26	2
abcd@gmail.com	4	12	1
tunnelbear@gmail.com	3	20	4

Performance metrics based on all your marketing efforts in a week

This notification will give you a holistic picture of how your various marketing efforts are performing:

- **Landing page source with most submissions:** Displays top 3 'Sources' that got the most number of form submissions in a week. This information would help your marketing team to take informed decisions like probably investing more on the top performing sources etc.
- **Landing page with most submissions:** Displays top 3 Landing pages that got the most number of form submissions. This information would help your marketing team to analyze what is working & not working with your Landing pages.

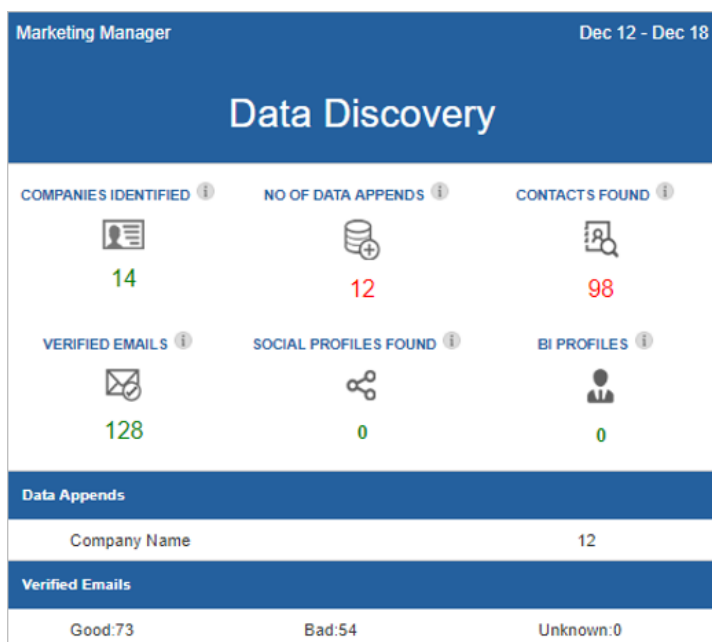


- **Date when we received most visits:** Displays the top 3 dates in a week when the site had the most number of visits. This information will help you to understand if your marketing efforts on specific days have driven the traffic to your website.
- **Date when we received most submissions:** Displays the top 3 dates in a week with most landing page submissions. This information will help you to understand if you are able to convert your website traffic into landing page leads.
- **Email Campaign with most clicks:** Displays the top 3 Email Campaigns in a week based on the number clicks on the Email Campaign links. This information will help your marketing team to understand what is working well. Based on this information they might want to re-visit the Email Campaigns with less clicks & make the content intriguing to make the users click on the links in the future campaigns.
- **Number of contacts Copied to CRM:** Displays the total number of prospective contacts your sales representatives have copied to CRM in a week for further follow up. If the number is less you might want to check why your marketing efforts couldn't attract more prospects this week.
- **Keyword with most visits:** Displays the top 3 keywords that drove traffic to your website in a week. This information will help your marketing & SEO teams to understand if your SEO efforts are driving traffic as expected, if not take the necessary steps to optimize your keywords to improve their ranking on the popular search engines.

Weekly summary of prospect data discovered by Marketing Manager

This is another weekly Email notification that gives you a summary of what Marketing Manager has discovered based on your data in a week.

- **Companies Identified:** This will display the no. of companies Marketing Manager has identified based on the visits & submissions happened from a company.
- **No. of Data Appends:** Marketing Manager searches web for any updates to prospect's contact details like Name, Company, Phone Number, Website URL, Social Profile URLs, Location, Photo etc., & appends the data in these fields accordingly within Marketing Manager. The no. of data fields appended in a week will be displayed.
- **Contacts Found:** Displays the number of contact Email IDs found by Marketing Manager in a week.



- **Verified Emails:** Marketing Manager validates every Email ID that is submitted & copied to CRM. This displays the total number of Email IDs validated by Marketing Manager in a week.
- **Social Profiles Found:** Marketing Manager searches web for social profile URLs of the contacts & updates the 'Contact Details'. This displays the number of Social Profiles found in a week.
- **BI Profiles:** Once the prospect company name is identified by Marketing Manager, it also tries to associate the BI Profile i.e., Company Profile with all the Employee details. This displays the number of BI Profiles associated in a week.
- **Data Appends:** Under this section, detailed breakup with no. of appends to each data field is displayed.
- **Verified Emails:** This section displays the breakup of Email ID validation results, gives the no. of Good, Bad & Unknown Email IDs out of the total Email IDs validated.

You can merge the interactions of multiple contacts of a prospect company

Until now you need to convert the contact to customer within Marketing Manager to be able to merge the interactions of multiple contacts in a prospect company. Now with this release you can merge multiple contacts of the same prospect company without the need of converting the contact to customer.

This feature has been implemented as it makes more sense for sales & marketing teams to monitor the interactions of the contacts in the prospect companies to effectively convert the

prospect into customer. Once the sale is closed, then you can convert the contact to customer within Marketing Manager.

Go to Dashboard dropdown → click 'Campaigns' tab → click 'Customers Report' → click 'Merged Prospects' to see your list of merged prospects.



The screenshot shows the Marketing Manager interface for the 'Fort Lauderdale Daily' campaign. The 'Customers Report' is displayed, specifically the 'Merged Prospects' tab. A red arrow points to the 'Merged Prospects' tab. The table below lists merged prospects with columns for Company Name, Number of Page Views, Total Submissions, E-Mail Clicks, Aging, Merged Date, and Originating Source. Each row has 'Convert' and 'Unmerge' buttons.

Company Name	Number of Page Views	Total Submissions	E-Mail Clicks	Aging	Merged Date	Originating Source	Convert/Unmerge
Bingo Cafe Bingo Cafe ⁽¹⁾ 4 Contacts	5	5	0	1d	Dec 19 2017 9:53PM	Direct	Convert Unmerge
The Magazine Manager The Magazine Manager ⁽¹⁾ 1 Contacts	14	1	0	5 m 11 d	Dec 19 2017 9:28PM	Direct	Convert Unmerge

Integrate your landing pages without touching the code

We can now integrate your website landing pages with Marketing Manager without the need of any code changes to your website. Add the landing page URL under 'Landing Page Setup' & map the fields using the 'map' option. Reach out to our software consultant for training/assistance.

Advantages of Landing Page Integration:

- All the form submissions will be captured in 'Landing Pages Leads Report'.
- You can apply lead scoring on prospects with Email IDs so that your leads can be prioritized for appropriate action. Otherwise, you will be wasting time, effort & your budget.
- Click on the Email ID of the prospect within Marketing Manager for more contact details.
- Prospect's past & future interactions with your website are tracked under 'Contact Interactions'.
- The information submitted in the forms will complement the data in other Marketing Manager reports to give you better insights about your prospects.
- You can copy the contacts from various landing page reports to MKM CRM (or) 3rd Party CRMs that can be integrated with Marketing Manager.
- You can analyze your landing page marketing efforts using the below MKM reports:
 - 1) Monthly Leads by Landing Page.
 - 2) Monthly Leads by Source.
 - 3) Monthly Leads by Category.

Capture your form submissions with 'Newsletter' WordPress plugin integration

'Newsletter' is a popular WordPress plugin used to send Email Campaigns. You can now integrate your Newsletter Email Campaigns with Marketing Manager. Please reach out to our software consultant for training & integration support.

Advantages of Email Campaign Integration:

- Once the prospects visit your website by clicking the Email campaign links, prospects are considered as identified visitors.
- Click on the Email ID of the prospect within Marketing Manager for more contact details.
- Prospect's past & future interactions with your website are tracked under 'Contact Interactions'.
- The data captured will complement the data in other Marketing Manager reports to give you better insights about your prospects.
- You can copy the contacts from 'E-Mail Campaign Report' to MKM CRM (or) 3rd Party CRMs that can be integrated with Marketing Manager.