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SwiftPage Email Launches Improved Sage CRM SalesLogix Interface

New features coordinate businesses' marketing and sales efforts by identifying hot prospects and creating custom call lists within Sage CRM SalesLogix

Englewood, CO—May 3, 2006—SwiftPage Email today announced the availability of an improved interface of its popular SwiftPage Email service with Sage CRM SalesLogix, including broad new functionality that enables businesses to better manage, analyze, and capitalize on their email marketing efforts.

SwiftPage Email for SalesLogix empowers businesses by delivering detailed metrics concerning the effectiveness of marketing campaigns directly into their CRM software, where the results can be organized, analyzed, and directly acted upon. Using SwiftPage users can monitor and analyze the results of their campaigns in real time, identifying those individuals that showed the most interest in the mailing and creating a SwiftPage Call List within SalesLogix to target those hot prospects first.

"With SwiftPage Email for SalesLogix, it's no longer about simply sending an email message and hoping for the best results," says Bob Ogdon, president and CEO of SwiftPage Email. "Now those emails are gathering data—data businesses can use to refine and target their sales and marketing efforts. The SwiftPage Call List scoring system provides the salesperson an advantage in follow up. A prioritized list of interested prospects and a mechanism for the sales manager to distribute the prioritized leads to his team results in higher close rates. Marketing can now provide real measurable value from every email campaign."

"We have been able to communicate with our customers in a new way using SwiftPage Email," said Yacov Wrocherinsky, Founder and CEO of Infinity Info Systems (www.infinityinfo.com), a top-tier Sage CRM SalesLogix reseller headquartered in New York City. "SwiftPage Email's unique technology of feeding the score and survey data back into Sage CRM SalesLogix gives us a tremendous sales advantage. We see its value in our own sales efforts as well as in offering it to our customers as part of the Infinity solution."

The improved Sage CRM SalesLogix interface for SwiftPage Email adds powerful new functionality including tighter integration that enables businesses to better manage, analyze, and capitalize on their email marketing efforts:

Track Open, Click, and Score Data in SalesLogix

Taking advantage of the new Marketing module feature, users can address a SwiftPage Email campaign to Groups containing both Prospects and Contacts. As recipients open an email marketing message and click various links contained within, SwiftPage Email captures this activity and assigns it a score. This score, bounce, duplicate and opted-out data may then be brought into Sage CRM SalesLogix to provide a history of the results for each marketing campaign. The results are visible from a custom SwiftPage Email tab added to SalesLogix Contact and Prospect records. Users can use these results to effectively target their marketing and sales efforts.

Create Targeted Call Lists Of Hot Prospects

Once score statistics are brought into Sage CRM SalesLogix, users can instantly create a custom SwiftPage Call List within Sage CRM SalesLogix with the most active prospect at the top of the list. Salespeople can use this call list to target the most interested prospects first, clicking down the call list and accessing all the contact data, recording notes or scheduling appointments. Managers can assign prospects to various salespeople by simply highlighting names and right clicking to assign. Salespeople can work from the call list and record their actions (contacted, called, emailed). Double-clicking a name on the SwiftPage Call List loads the SalesLogix Contact record. Call Lists enables businesses to identify the most interested prospects and give those prospects priority, boosting sales and shortening the sales cycle.

Capitalize On Survey Results

SwiftPage Email allows businesses to create surveys that match their marketing material, including custom HTML backgrounds and a choice of fonts and colors. Survey results are transferred into Sage CRM SalesLogix, creating a new Group of respondents, and Subgroups segmented by product interest expressed in the survey. Survey questions and respondents' answers are stored in a new SalesLogix Survey tab in the Contact or Prospect record allowing marketing to gauge the effectiveness of the survey and allowing sales to target their follow-up to a prospect's interest. With SwiftPage Email, surveys turn from passive data collection instruments into powerful lead-creation tools.

Pricing and Availability

SwiftPage Email for Sage CRM SalesLogix offers a comprehensive set of features and functionality designed to allow businesses to coordinate sales and marketing efforts, shorten the sales cycle, and increase close rates. SwiftPage Email is available now. For pricing, additional information, or an on-line demonstration please visit www.swiftpageemail.com.

About SwiftPage Email

SwiftPage Email is a subsidiary of Summit 5, a software development company whose founders have a passion for changing the way people communicate. SwiftPage Email offers the unique ability to monitor and track the success of each email marketing campaign through detailed graphical reports on who opened the email and what they clicked on, then assigning a score to rank prospects for target segmenting. Sales Managers can compare sent, opened and clicked rates by each team member, while Marketing Managers can see how effective the email content is by analyzing the campaign across multiple users. Marketing departments can develop core messaging content using custom or ready-made templates, while each sales team member can personalize their message to ensure true one-to-one marketing. Messages may be sent from within Outlook, ACT! by Sage, Sage CRM SalesLogix, or through SwiftPage Email's host. SwiftPage Email is a permission-based email marketing service, and is fully compliant with the CAN-SPAM law.